R E P O R T R E S U M E S

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"THIS BUSINESS OF FARMING" 1964, A STUDY OF AUDIENCE REACTIONS TO A TELEVISED COURSE OF INSTRUCTION FOR FARMERS IN THE PRAIRIE PROVINCES OF CANADA.

CANADIAN BROADCASTING CORP., OTTAWA (ONTARIO)

PUB DATE APR 65

EDRS PRICE MF-$1.50 HC-$14.28 355P.

DESCRIPTORS- *TELEVISED INSTRUCTION, *ATTITUDES, *TELEVISION VIEWING, *INTERVIEWS, *ADULT FARMER EDUCATION

FOLLOWING EXTENSIVE PROMOTIONAL CAMPAIGNS, THE CANADIAN BROADCASTING CORPORATION COOPERATED WITH THE EXTENSION SERVICES OF THE CANADIAN DEPARTMENT OF AGRICULTURE TO PRESENT A TELEVISED COURSE OF 5 ONE-HOUR PROGRAMS IN MODERN FARMING METHODS. 4 PROGRAMS WERE ALIKE FOR MANITOBA, SASKATCHEWAN AND ALBERTA, BUT THE FIFTH DIFFERED IN EACH PROVINCE. THIS STUDY'S PURPOSE WAS TO PROVIDE AUDIENCE FEEDBACK INFORMATION TO ASSESS THE VALUE OF THE COURSE, AND TO AID PLANNING OF THE FUTURE, WITH SPECIAL FOCUS ON THE UTILITY OF A SINGLE SET OF PROGRAMS FOR THE VAST CANADIAN PRAIRIE REGION. AREA PROBABILITY SAMPLING OF FARM HOUSEHOLDS WITH TV AND TELEPHONE YIELDED 4372 USABLE INTERVIEWS IN THE 3 PROVINCES. IN OVER 55 PERCENT OF THE HOMES IN THE TOTAL COVERAGE AREA THE FARMER HIMSELF VIEWED THE PROGRAMS. FACTORS THAT CONTRIBUTED TO VIEWING DIFFERENCES IN THE 3 PROVINCES ARE DISCUSSED. THE COURSE WAS PARTICULARLY SUCCESSFUL IN REACHING FARMERS WITH LITTLE PREVIOUS KNOWLEDGE OF EXTENSION SERVICES ACTIVITIES. EXCEPT FOR SOME SMALL FARMERS, AUDIENCE REACTION WAS OVERWHELMINGLY FAVORABLE, AND EMPHASIZED THE COURSE'S PRACTICAL VALUE AND ITS APPEAL TO DIVERSE NEEDS AND INTERESTS. MANY COMPARATIVE GRAPHS AND CHARTS ARE PRESENTED, ALONG WITH SAMPLING INFORMATION AND INTERVIEW SCHEDULES. FURTHER INFORMATION IS AVAILABLE FROM THE DIRECTOR OF RESEARCH, CANADIAN BROADCASTING CORP. OTTAWA. (LH)

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CBC RESEARCH

ED014881

'THIS BUSINESS OF FARMING' 1964

A Study of Audience Reactions to a Televised Course of Instruction for Farmers in the Prairie Provinces of Canada

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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'THIS BUSINESS OF FARMING' 1964

A Study of Audience Reactions to a Televised Course of Instruction for Farmers in the Prairie Provinces of Canada

Research Department,
CANADIAN BROADCASTING
CORPORATION,
April 1965.

Communications relating to the content of this report or requesting further information on any aspect of this study should be addressed to:

Director of Research

Canadian Broadcasting Corporation

Ottawa

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INTRODUCTION

In January 1964, CBC television offered the farmers of the three Prairie provinces of Manitoba, Saskatchewan and Alberta a short course of televised instruction in modern methods of farming and farm management. The course, entitled 'This Business of Farming', comprised a series of five one-hour telecasts. The material for these was prepared by the Extension Services of the Departments of Agriculture of the three provincial governments involved, in collaboration with the CBC Prairie Region Farm Department. The CBC produced the programs and presented them over a network of 14 CBC and CBC-affiliated stations covering a stretch of some 850 miles of Prairie territory from eastern Manitoba to the edge of the Rockies in western Alberta.

The series ran over the week January 6th to 10th and was scheduled from 10 to 11 o'clock each weekday morning. All three provincial Departments of Agriculture ran extensive promotional campaigns designed to ensure maximum awareness of the course before it began. The first four programs in the series, which dealt respectively with soils and summerfallow, forage crops and pasture management, the handling and improvement of beef cattle, and beef cattle feeding, were telecast to farmers in all three provinces. The fifth and final program in the series differed in each province: in Manitoba it dealt with education and farm career opportunities, in Saskatchewan with improving the farmstead, and in Alberta with farm management. Details of the content of each of these programs are provided in Appendix A.

THE RESEARCH STUDY

The first organized course of instruction for farmers ever to be carried on Canadian television was presented by the CBC two years ago when a one-week series of instructional broadcasts was produced in cooperation with the Manitoba Department of Agriculture and Conservation and presented to a Manitoba farm audience through the facilities of the CBC's own station CBWT in Winnipeg and CBC-affiliated stations elsewhere in the province.

At that time, as a means of providing guidance for the planning of further series of this type, CBC Research carried out a study which investigated the size and composition of the audience,

continuity of viewing throughout the week, what viewers had thought of the series, how interesting they had found the different programs, what they felt they had learned from them, what criticisms they had to offer, to what extent this televised course had been watched by people who were not easily accessible to or interested in attending, and other questions. A full report on this study is available.[1] It provided information which was of value in planning the second series of television instructional programs for farmers which the CBC presented, again in Manitoba, the following January 1963. By 1964, however, it was decided to extend the coverage of the series to all three Prairie provinces, Manitoba, Saskatchewan and Alberta, and there arose the special problem of the extent to which a single series, for the most part designed to cater for the needs of the entire Prairie region, could in fact successfully catch and hold the interest of farmers engaged in so many different types of farm enterprise. As already noted, a decision was made to run three separate programs on the fifth day, each to be seen by the farmers of one province only; each of the other four programs would be seen at the same local time in all three provinces.

Against this background, the purpose of this present study was, essentially, as in the earlier 1962 project, to provide 'feedback' information from the audience that would help

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[1] EDUCATIONAL TELEVISION FOR FARMERS: A Study of Audience Reactions to a Televised Course of

assess the value of an instructional series of this kind, and assist in planning for the future, with particular reference to the capacity of a single series of programs to cater for farm needs over so wide a territory as the Canadian Prairie region.

It should perhaps be emphasised that at no stage in the planning of this research were its results envisaged as the sole criterion of the success of this program series. The project was regarded, as was the 1962 study, as providing information on audience response which could not safely be ignored in any final appraisal, but which did not itself provide 'the last word'. In particular, no claims are made here for the effectiveness of television as against more conventional means of providing systematic instruction on farm matters. Indeed, such comparisons are futile and rarely serve any practical purpose - a fact which, one might have thought, educators would by this time have been as quick to grasp as commercial advertisers, the more enlightened of whom have now given up bickering over the respective merits of television, radio, newsprint and other media and have come to realise that really effective communication demands the appropriate use of all communication vehicles available.

HOW THE INFORMATION WAS OBTAINED

The conclusions of this study are based on information obtained from interviews carried out in farm households located within the combined television coverage area of the 14

participating stations. The sample was selected on an area probability basis, the units of initial selection being Agricultural Representatives' Districts (or, as they are described in Alberta, District Agriculturists' Districts) across the entire Prairie region, with probability of selection proportionate to number of farm households per district. Essentially, therefore, we obtained our information from a cross-section of all Manitoba, Saskatchewan and Alberta farm homes equipped with television - with the following limitation.

This relates to the fact that, as in our Manitoba 1962 study, the funds available on this occasion did not run to covering the cost of personal in-home interviews over so wide a sample area. Since telephone ownership among farmers in most districts was found to be reasonably high, it was again decided to conduct all interviews by telephone. In 1962 we had conducted a special check among TV-equipped farm households without telephones, and had found very little difference between telephone and non-telephone homes in the extent to which they had exposed themselves to the 1962 series. This does not of course, in itself, free our sampling procedure from the charge of possible bias on this occasion by the omission of non-telephone homes: it is conceivable that, in their reactions to a series of this kind, non-telephone owners may differ from telephone owners in ways that are not specially related to extent of viewing. We were unable to check this in 1962 - nor of course does our 1962 study in Manitoba tell us anything about possible differences between telephone and non-telephone farm homes in Saskatchewan and

Alberta two years later. However, having regard to all the circumstances, the high telephone ownership in farm homes, the time and budget available, and the experience gained in the 1962 study, it seemed reasonable to effect this particular compromise in the sampling. Full details of the sample selection procedure and interview completion rates are provided in Appendix B.

Interviewing began on the Friday afternoon immediately following the last broadcast of the series, and the bulk of the interviews were completed in four days, i.e. by January 14. A maximum of four calls per household, a first call and if necessary up to three repeats, yielded a total of 4372 usable interviews from the initial sample selections across the three provinces. This represents a net overall interview completion rate of 81 per cent. In Manitoba a completion rate of 85 per cent produced 1495 usable interviews; in Saskatchewan 79 per cent of contacts with qualified respondents were completed to produce 1359 usable interviews; and in Alberta an interview completion rate of 78 per cent provided 1518 usable interviews.

The interviewers employed in this survey were recruited locally through the Extension Service of the Department of Agriculture in each of the three provinces. They were personally briefed by CBC Research staff at training sessions held at a number of locations in each province immediately prior to the survey. Altogether 180 interviewers took part, 60 in each province.

THE REPORT

The report that follows is inevitably bulky and a word or two of guidance may be in order.

As in the 1962 Manitoba study the findings are presented here mainly in the form of bar-graphs with comments. The detailed statistics on which these graphs are based are, for the most part, not included in the report, but are available on request. All graphs and diagrams showing percentages indicate the actual number of cases on which these percentages are based. Following the assumption referred to above in regard to the procedure adopted of sampling telephone homes, all projections to 'farm households with television', or to farmers or other members of such households, are in fact based on data from TV farm households with telephones. This qualification is not repeated through the report but should be taken for granted.

As to format, this version of the report is compiled for the reader who is interested first and foremost in the situation in his own particular province rather than in the overall situation across the Prairie region. Accordingly, a separate section of the report is devoted to the reception of the broadcasts and reactions of the audience in each of the three provinces. In this respect we have adhered to the format of the audio-visual presentation of these results made last year, in Winnipeg, Regina and Edmonton, to a provincial Department of Agriculture and CBC Farm Department audience. Since, however, inter-provincial comparisons add to the

significance of some of the findings, such comparisons are provided in the Manitoba, Saskatchewan and Alberta sections of the report wherever relevant. Thus, each of these three sections is essentially complete in itself. Should the reader wish however to make cross-references from one province's section of the report to another, he will find that the chart numbers run in parallel - M1, S1, A1..... M24, S24, A24, etc. - the capitals signifying the initial letter of the province's name. (The titles of all charts and tables included in the report are listed in Appendix D).

The report ends with a summary of main findings some of which cut across provincial lines.

ACKNOWLEDGMENTS

In the course of planning and executing this study we had very great practical assistance, and enjoyed maximum cooperation at all times from the Directors and staff of the Extension Services of the Manitoba, Saskatchewan, and Alberta provincial Departments of Agriculture. All of this we gratefully acknowledge. A word of special thanks also to the many Ag. Reps. and D.A.'s who helped in the recruitment and briefing of the interviewers, and to the interviewers themselves who did an excellent job under difficult conditions.

Finally, a nod of acknowledgment once again, as on so many previous occasions, to our colleagues in the CBC Farm Department, in particular to Regional Farm Supervisor for the Prairies, Lionel Moore, and to National Supervisor, Bob Knowles, for helping this study along in various ways.

FINDINGS

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SECTION I

THE SIZE AND COMPOSITION OF THE AUDIENCE

This section of the report covers the extent of viewing over the week and each day; the frequency with which farmers viewed and the number of programs they saw; the composition of the audience and the extent of viewing by different members of the household. It also reports on the reasons given by farmers for not watching certain programs.

EXTENT OF VIEWING SOMETIME DURING THE WEEK

- In an estimated 57 per cent of all Manitoba farm homes with television, someone watched at least part of the course. In 7 per cent of these homes it was some member of the household other than the farmer who viewed; in the remaining 50 per cent of homes the farmer did watch some part of the course.

- A comparison with the 1962 figures indicates that the Manitoba audience in 1964 has somewhat declined. In 1962 someone watched at least part of the course in 69 per cent of TV-equipped farm households, and in 63 per cent the farmer himself viewed. It does not of course follow from this that the programs or the publicising of them were necessarily less effective than they were in 1962. It is reasonable to assume that in 1962 a strong publicity campaign, coupled with the novelty of a 'first' television course, produced a somewhat abnormally large audience. Note, for example, that the extent of viewing in Saskatchewan this year - see CHART S1 - following similarly extensive and vigorous first-year promotion, is almost identical with the 1962 pattern of viewing in Manitoba. A fair assumption would therefore seem to be that, following the inaugural year of an experiment of this kind, some viewers who were attracted by curiosity and by the novelty of the thing probably tend not to patronise the course in subsequent years.

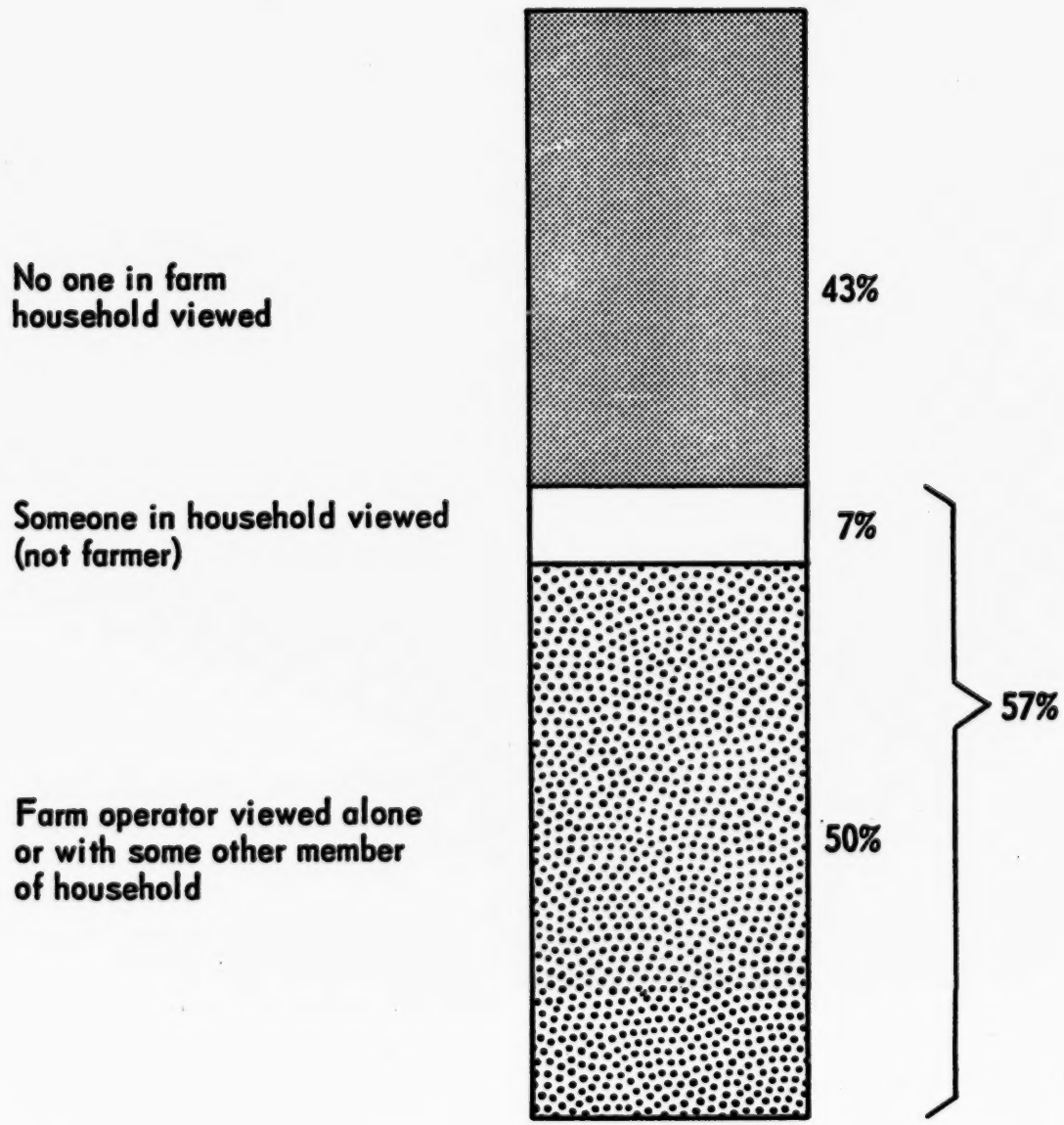
- It is also a fact that, during the week of the 1964 'This Business of Farming' series, alternative programming was available to some Manitoba viewers from the private independent (i.e. non-CBC) station broadcasting from Winnipeg. No such alternative viewing was available to 'This Business of Farming' audiences two years before, so that this also may have been a factor contributing to the somewhat reduced audience to the series in 1964.

- Be all this as it may, these 1964 Manitoba figures still represent a huge farm audience, as the following chart shows.

CHART M1

EXTENT OF VIEWING SOME TIME DURING WEEK IN TV FARM HOUSEHOLDS

MANITOBA



BASE: Number of farm households with TV (1495)

ACTUAL NUMBERS OF FARM HOUSEHOLDS, FARMERS AND OTHER ADULTS WHO WATCHED SOME PART OF THE SERIES

- Projected on the base of an estimated 25,400 farm households in Manitoba equipped with TV, the 57 per cent of homes noted on the previous page which were tuned to at least a part of the series represents some 14,500 farm homes in Manitoba.[1]

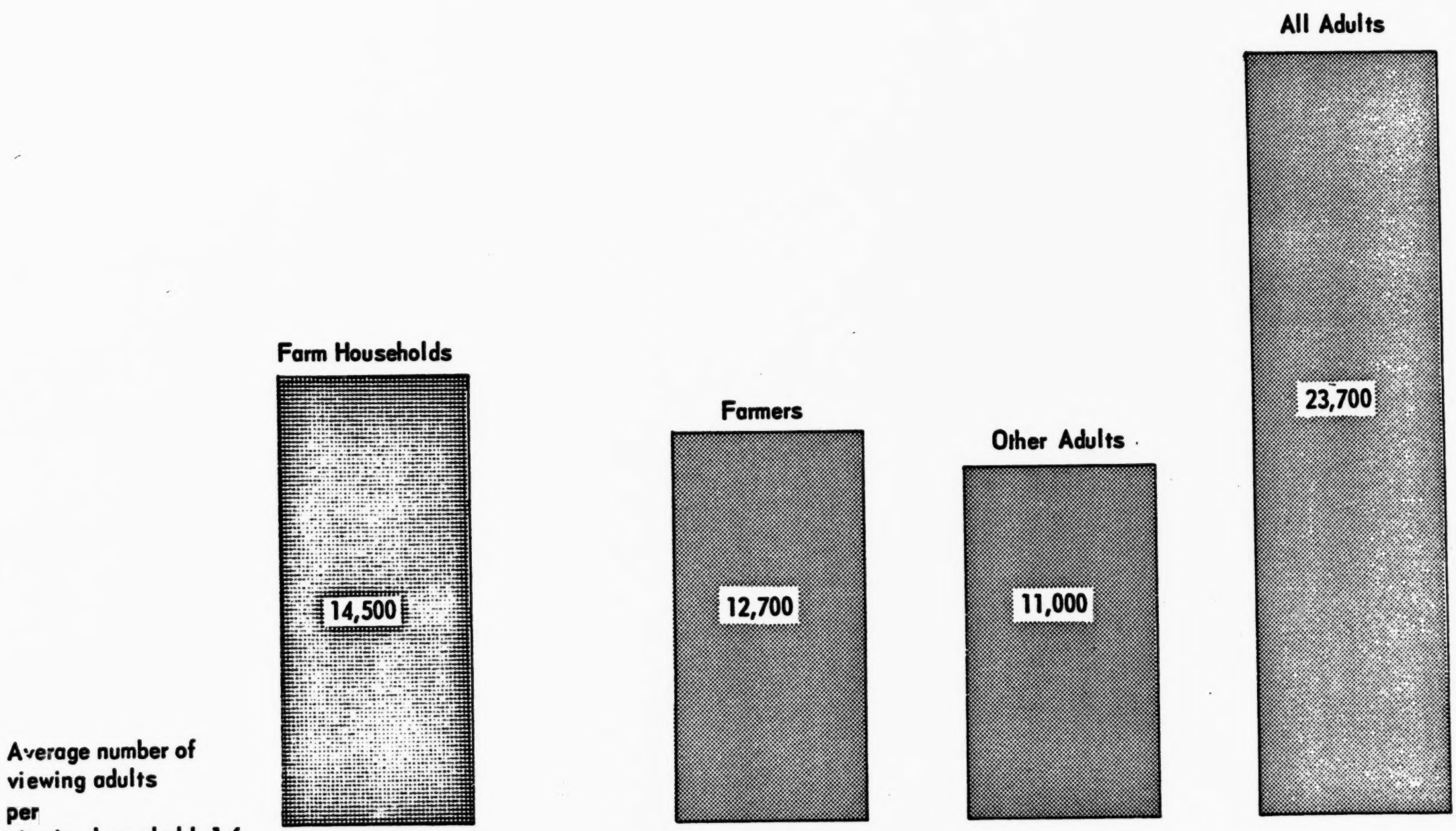
- In 12,700 of these homes the farmer himself watched some part of the course and, throughout all households in which someone viewed, an additional 11,000 adult members of the family watched some part of the series, giving a total estimate of some 23,700 adults, members of TV farm households in Manitoba, who saw at least one of the five programs.

[1] Dominion Bureau of Statistics, Household Facilities Survey, May 1962: number of farm households in Manitoba 43,000, proportion of those with television 59 per cent.

CHART M2

ACTUAL NUMBERS OF FARM HOUSEHOLDS, FARMERS AND OTHER ADULTS WATCHING SOME PART OF THE SERIES

MANITOBA



Average number of viewing adults per viewing household 1.6

AUDIENCE OF FARMERS TO EACH DAY'S PROGRAM

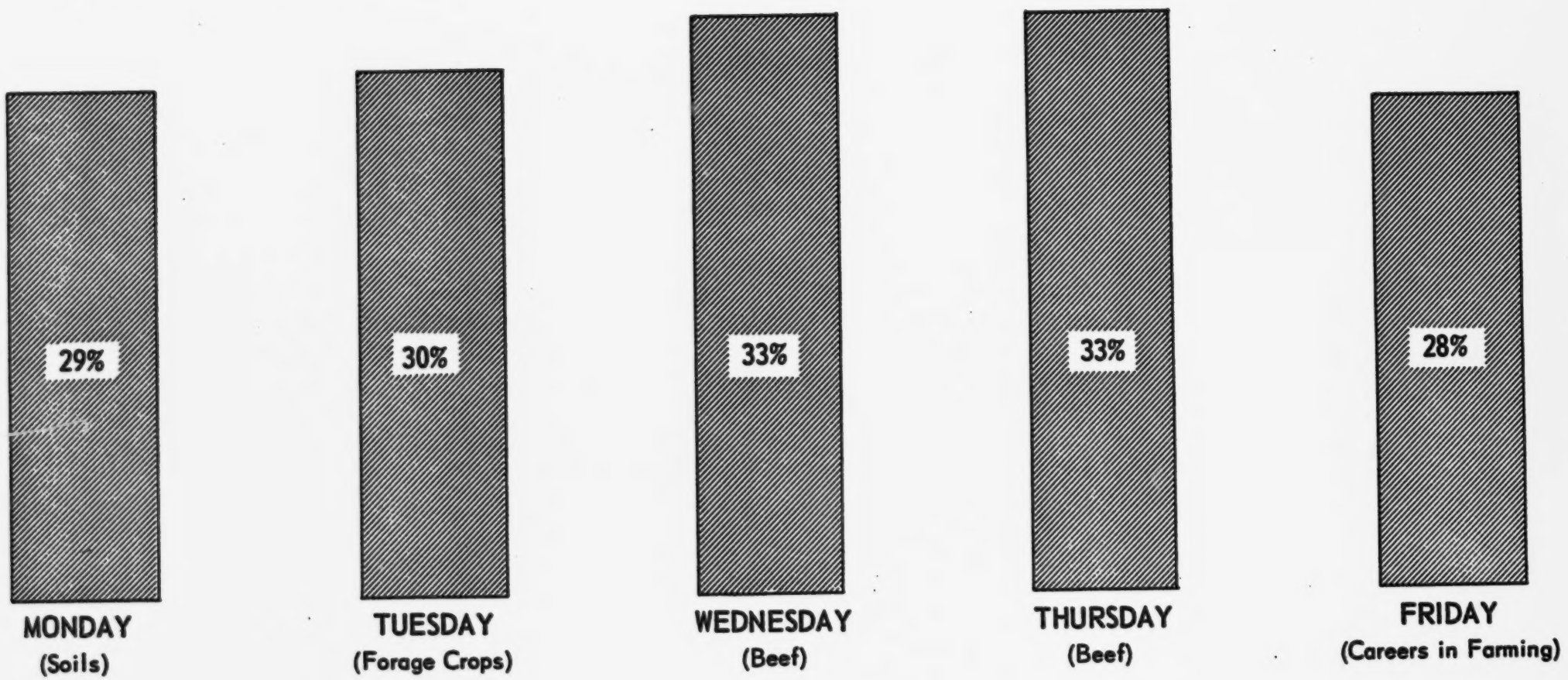
- An average day audience consisted of just under a third (31 per cent) of all farmers in TV-equipped households. Projected to actual numbers this represents an average day audience of about 7900 farmers. There were significantly larger audiences for the Wednesday and Thursday (beef cattle) programs, significantly smaller audiences for the Monday (soil) and Friday (careers) programs.

- Following the 1962-1964 trend noted above in cumulative audiences over the whole week, these day audiences are also lower than they were two years ago when, on average, each program was watched by some 42 per cent of all farmers in TV-equipped homes.

CHART M3

AUDIENCE OF FARMERS TO EACH DAY'S PROGRAM

MANITOBA



BASE: Farmers in TV households - (1495)

FREQUENCY OF VIEWING AND ACTUAL NUMBER OF PROGRAMS SEEN

- As shown opposite, in contrast to the 50 per cent of all Manitoba farmers in TV-equipped homes who watched some part of the series, only 12 per cent watched all five programs. This 12 per cent - a total of just over 3000 farmers in Manitoba - thus represents just under a quarter of those farmers who watched some part of the series.

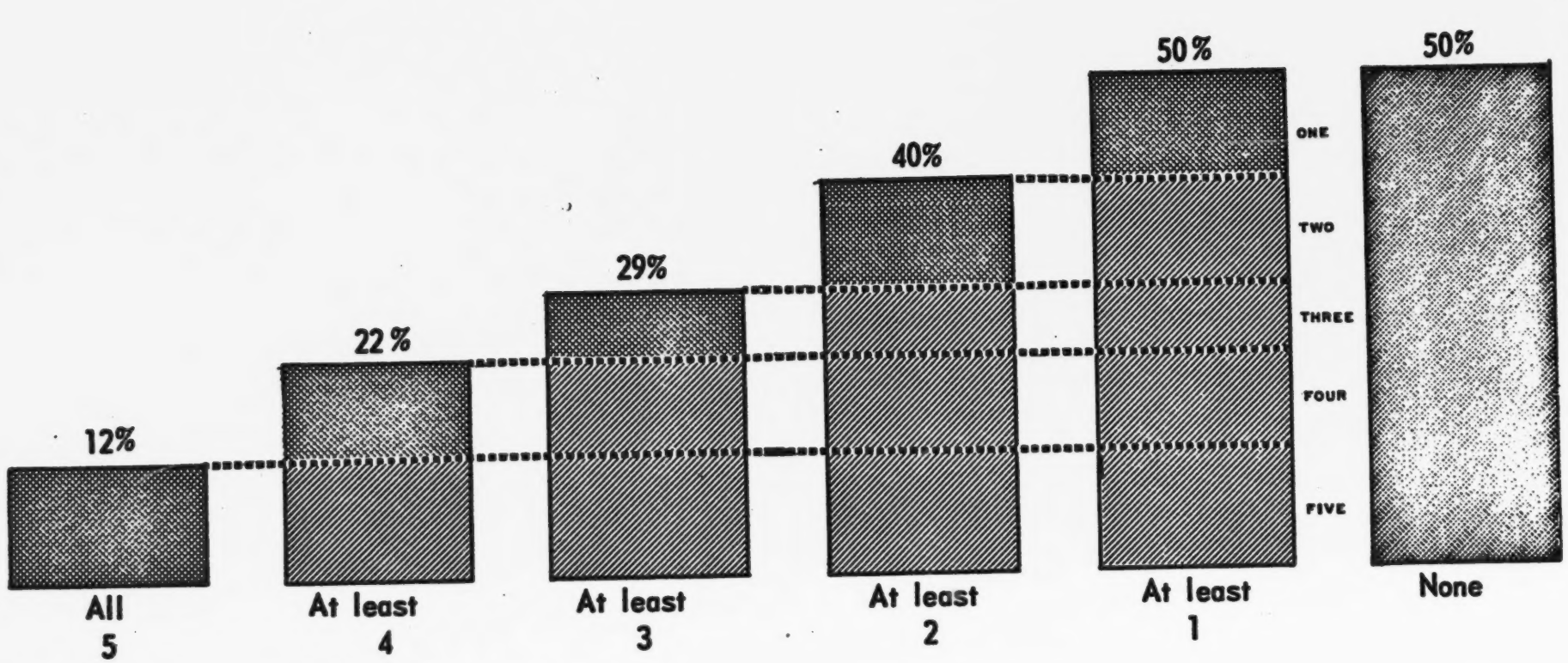
- Another 10 per cent of farmers watched four out of the five programs, and another 7 per cent watched three. Thus, almost three Manitoba farmers with TV out of every five watched at least three programs of the five that were presented.

- The other frequencies of viewing are as shown.

CHART M4

FREQUENCY OF VIEWING AND ACTUAL NUMBER OF PROGRAMS SEEN BY FARMERS

MANITOBA



BASE: All farmers in TV households (1495)

THE EXTENT OF VIEWING BY DIFFERENT MEMBERS OF VIEWING HOUSEHOLDS

We confined most of our questioning to farmers themselves - questions as to what they thought of the different programs, what they felt they had learned from them, and so on. However, we also obtained information on which members of their households had watched which programs and thereby derived information on certain characteristics of the total audience each day. This information is set out on the opposite page:

- Within these households in which there was some viewing of the series during the week, the most consistent viewer, needless to say, was the farmer himself. On the average day, in 54 per cent of viewing households the farmer was in the audience. In contrast the farmer's wife, on the average day, was a viewer in 35 per cent of viewing households, and other persons over the age of 16 comprised a part of the audience in an average 9 per cent of households viewing some part of the series.

- These figures for farmers reflect the relative size of the audience for the different days' programs, as already indicated in CHART M3. The percentages are larger in this instance simply because they are expressed here as percentages of viewing households and not, as in CHART M3, as percentages of all households. These figures also indicate that the wives' viewing pattern tended to be much the same as their husbands' though at a lower level - with one exception. This was the fact that the Friday program, on farm careers attracted just as many wives as did the Monday and Tuesday programs whereas the Friday program attracted a smaller proportion of farmers than did any of the other programs.

- As the lower table indicates, the ratio of men to women - or more strictly male to female viewers over the age of 16 - in each day's audience was of the order of 3 to 2. The composition of these audiences in terms of the age of the farmer and the size and type of farm will be discussed later.

TABLE M1

EXTENT OF VIEWING BY DIFFERENT MEMBERS OF VIEWING HOUSEHOLDS: MANITOBA

	Percentage of viewing households in which, on these days			
	Farmer viewed	Farmer's wife viewed	Other male aged 16 or over viewed	Other female aged 16 or over viewed
	%	%	%	%
Monday	52	34	7	2
Tuesday	53	34	7	2
Wednesday	58	36	8	2
Thursday	58	35	7	2
Friday	49	34	8	2
DAY AVERAGE	54	35	7	2
BASE: TV farm households in which some person over age 16 viewed sometime during the week	(850)	(850)	(850)	(850)

TABLE M2

THE SEX COMPOSITION OF THE AUDIENCE FOR EACH DAY'S PROGRAM

	Monday	Tuesday	Wednesday	Thursday	Friday
	%	%	%	%	%
Male	62	63	63	63	61
Female	38	37	37	37	39
TOTAL	100	100	100	100	100
BASE: Number of persons over age 16 in each day's audience	(811)	(826)	(900)	(886)	(817)

HOW MUCH OF EACH PROGRAM WAS VIEWED

- Any suspicion that those who saw each day's program may simply have 'looked in' for a few minutes and then gone off to do something else is dispelled by the evidence shown opposite. From this it is clear that, in most cases, around 80 per cent of those who watched at all watched throughout the whole hour, and that another 10 per cent or so saw more than half of the program.

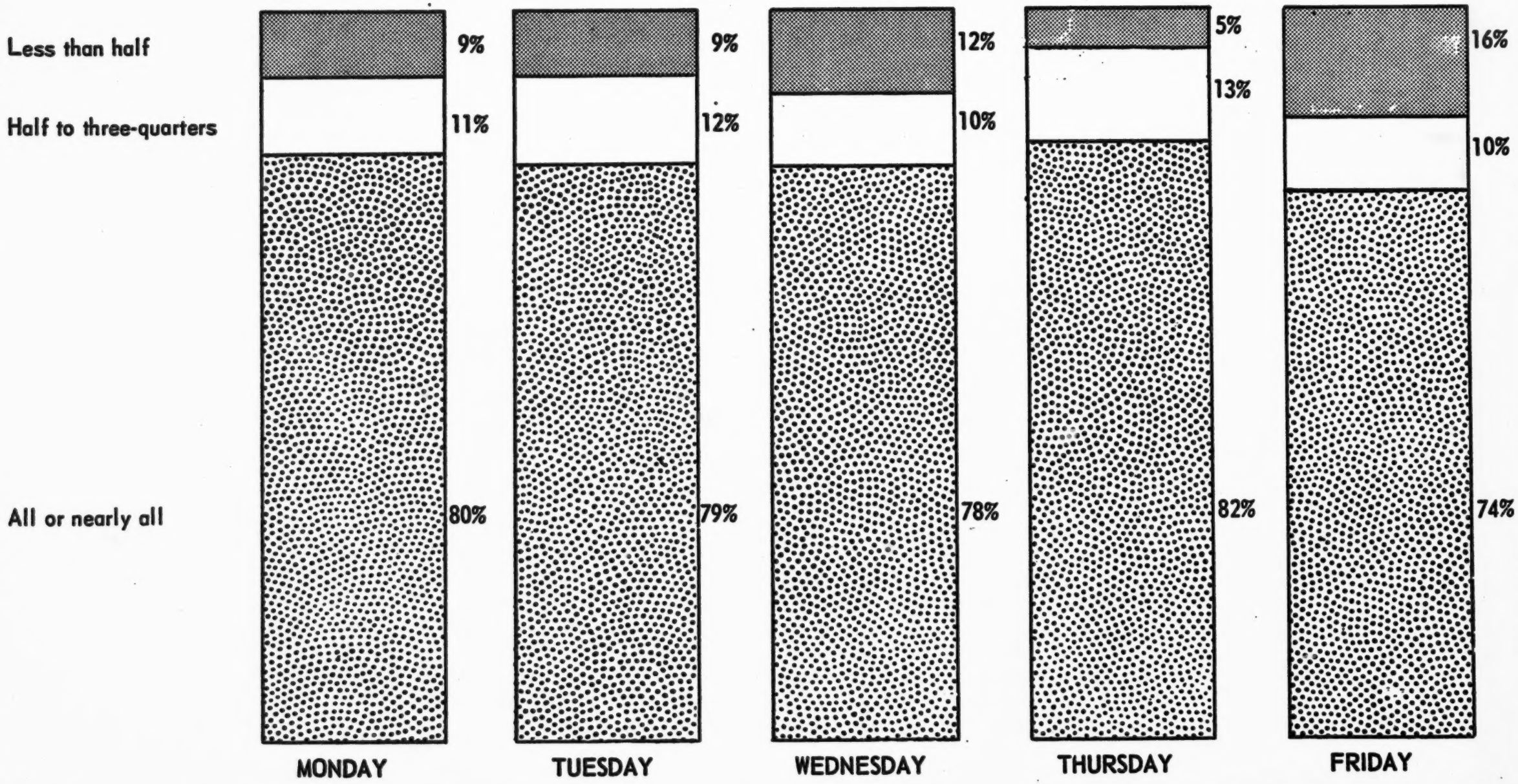
- This does not of course mean that all those who watched throughout the entire hour, or most of it, remained highly interested or wholly engrossed in all that they saw. As we shall see, levels of interest varied. However, what it does suggest is that, at this time of the day, and at this time of the year, an hour does not seem to be too lengthy a period over which the attention of a farm audience can be held by specialised program material of this kind.

- The Thursday program, which dealt with beef-cattle feeding, appeared to hold its audience somewhat more successfully than most other days' programs. The Friday program, on the other hand, on careers in farming, was clearly the least successful of the five programs in this respect - though it still held three-quarters of its audience of farmers through the whole hour. This is the first clue we have that the Friday program did not have quite the same impact on its audience as did most of the other programs. We shall see further indications of this presently.

CHART M5

HOW MUCH OF EACH PROGRAM WAS VIEWED

MANITOBA



REASONS FOR NOT WATCHING ANY PART OF THE SERIES

At this point it is instructive to look at the reasons given by some farmers for not watching any part of the course - or for not watching certain programs. First the series as a whole - and in this case it will be useful if we look at the Manitoba situation alongside the situation in the other two provinces:

- As illustrated opposite, the reason most frequently given by farmers in Manitoba (indeed by farmers in all three provinces) for not having watched any part of the course, was that, while they knew about the programs beforehand, they were just too busy to watch. In Manitoba this accounted for just over half of all non-viewers.

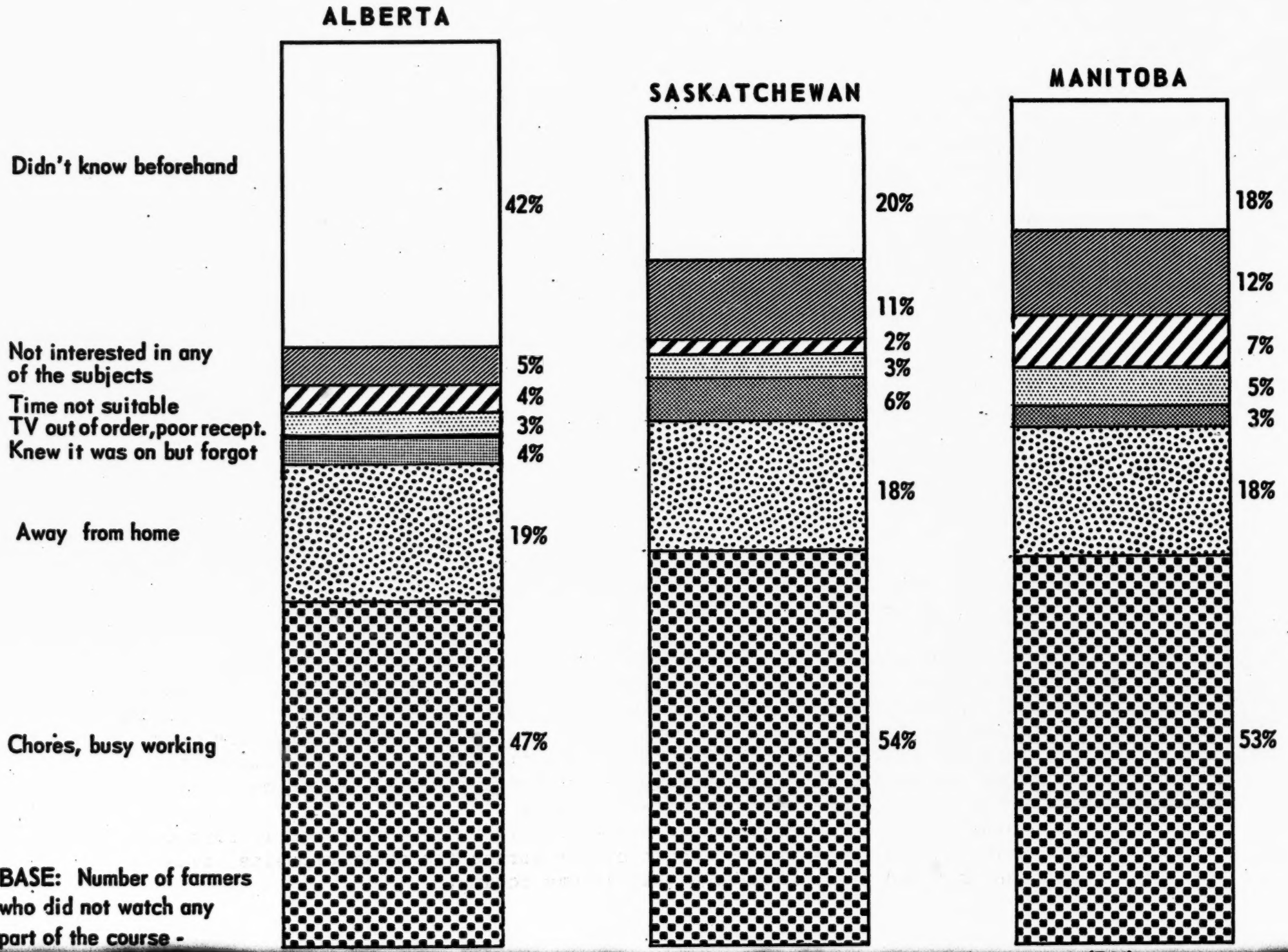
- Among others in Manitoba who conceded that they had known about the series beforehand, the main reasons given by farmers for non-viewing, in order of frequency of mention, were that they were away from home at the time, that they weren't interested in any of the subjects, that the time wasn't suitable, that their set was out of order or reception was poor, or that they knew but forgot about the broadcasts.

- Perhaps the most important inference to be made from all this is that in Manitoba - as in Saskatchewan though not in Alberta - relatively few people in the target audience of farmers had no prior knowledge that the series was to be broadcast. This 18 per cent of non-viewing farmers corresponds to some 9 per cent of the total potential audience of farmers - those who watched and those who didn't - which is only a little higher than the 5 per cent in January 1962 who had no prior knowledge of the series. This certainly provides cause for satisfaction with the promotional campaign mounted in Manitoba for this 1964 series.

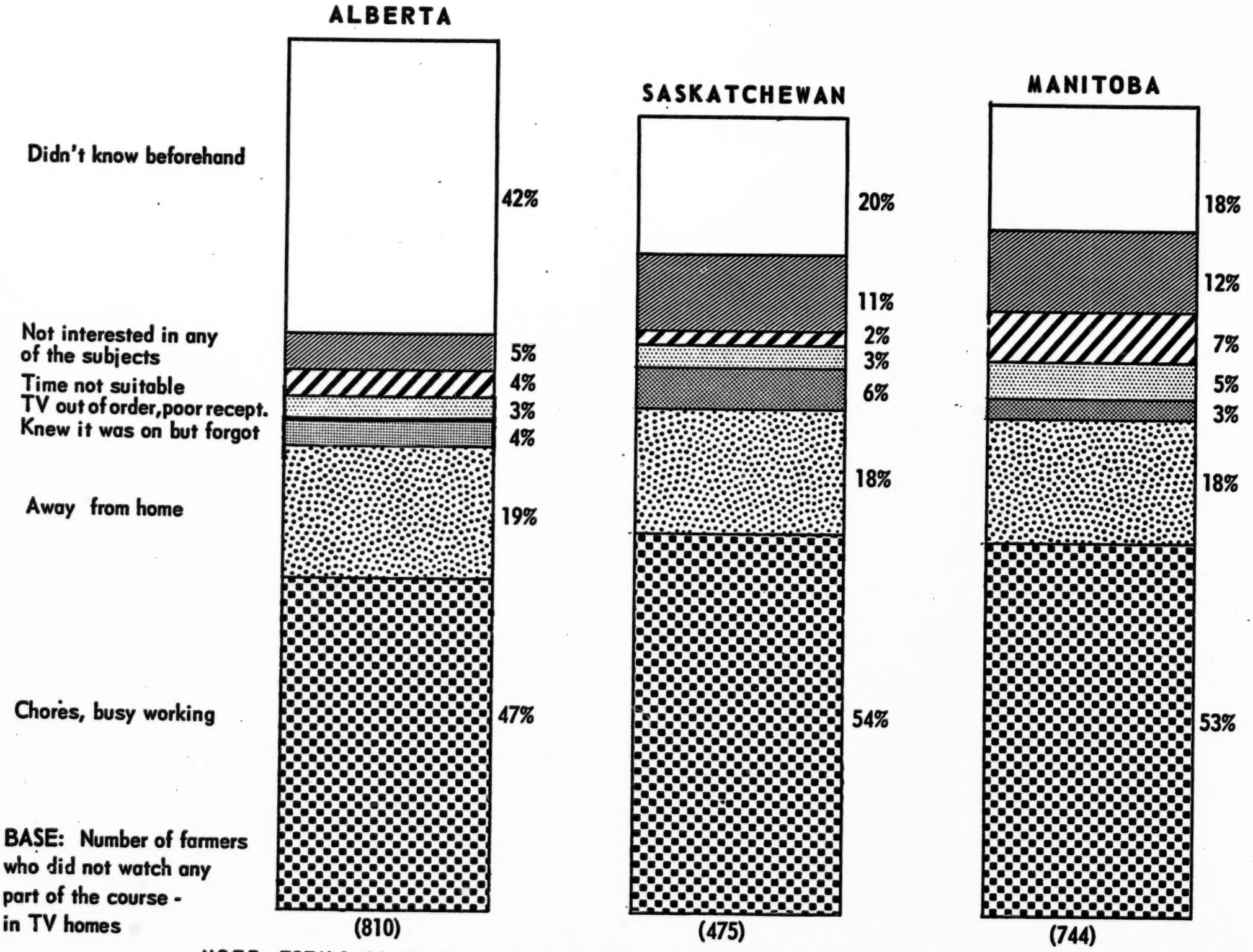
- In contrast, the proportion of non-viewers in Alberta who reported that they had no prior knowledge of the broadcasts is high, 42 per cent, much higher than in Manitoba or Saskatchewan - and it is in Alberta that the audience to the series is proportionately much smaller than in either of the other two provinces. There are well-known dangers in attempting to establish direct cause-and-effect relations between awareness of publicity and viewing behaviour. However in this instance it is difficult to escape the inference that the greater the amount of prior knowledge of an impending series of broadcasts, the bigger the audience is likely to be.

CHART M6

MAIN REASONS GIVEN BY FARMERS WITH TV, FOR NOT WATCHING ANY PART OF THE COURSE



MAIN REASONS GIVEN BY FARMERS WITH TV, FOR NOT WATCHING ANY PART OF THE COURSE



NOTE: TOTALS ADD TO MORE THAN 100 PER CENT BECAUSE SOME FARMERS GAVE MORE THAN ONE REASON FOR NOT VIEWING

REASONS FOR NOT WATCHING CERTAIN PROGRAMS

In addition, farmers who had watched some but not all of the programs were asked why they had not watched the ones they missed. The reasons given were of the same general nature as those given by non-viewers for missing the entire series. However there are differences worth noting:

- Approximately three-quarters of each day's non-viewers indicated that they had not viewed because they were in some respect unavailable - either they were doing chores, otherwise busy, or away from home. In some cases, presumably, the farmer had no choice but to miss the program; in other cases it is not unlikely that he chose to work rather than watch a program that did not interest him particularly. Hence the 'busy, working' category as shown here may be somewhat inflated by this type of rationalisation.

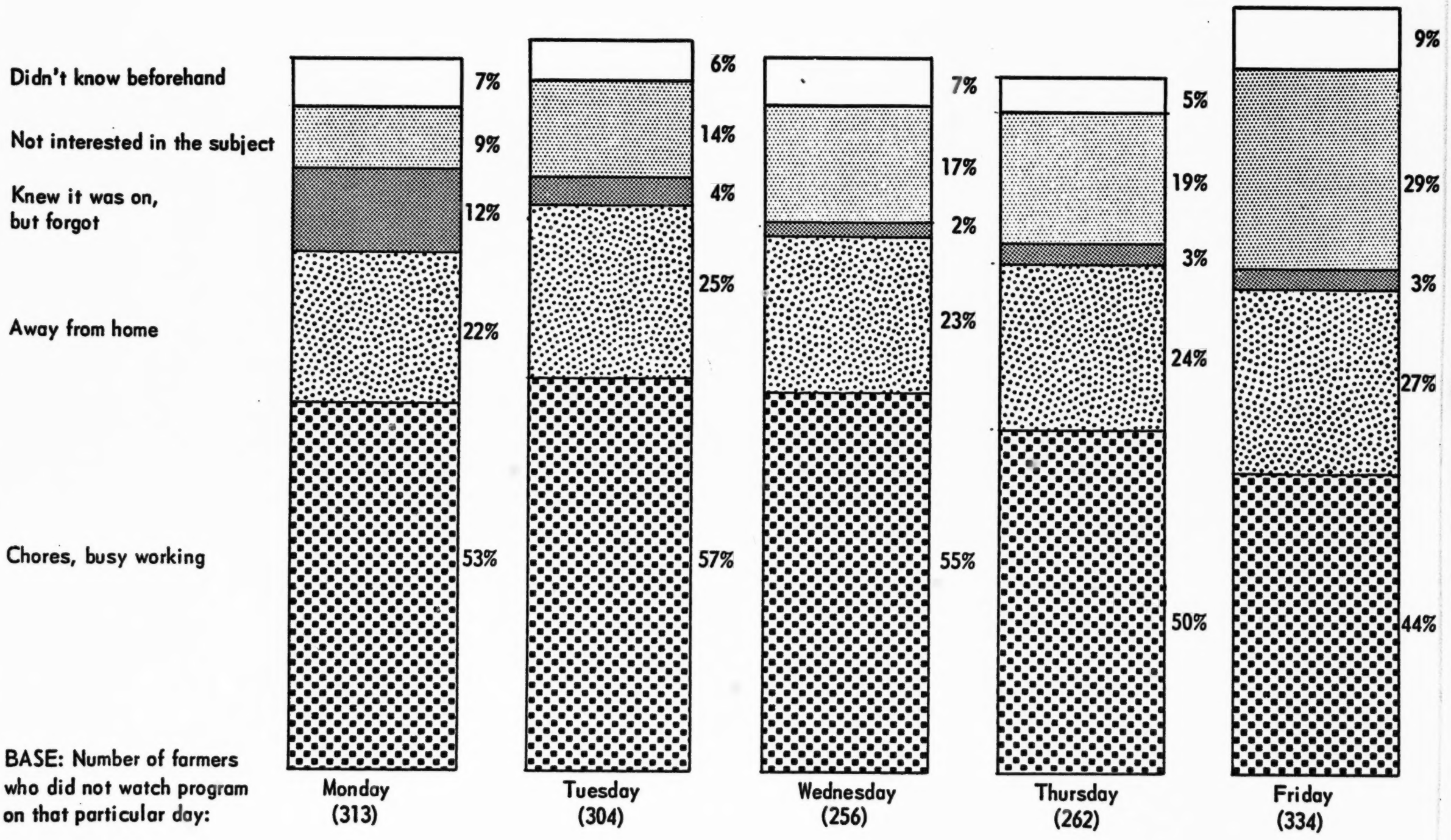
- The proportion of non-viewers who said they knew about the program beforehand but who missed it through forgetting to switch on was fairly high on the first day, but fell away to a small 2-3 per cent as the week went on. The proportion who didn't know about the program beforehand maintained a fairly steady 5-7 per cent except in regard to the Friday program when it jumped to 9 per cent. This is a little difficult to explain since one would have thought that, by the Friday, anyone who had watched the course earlier in the week would have been aware of the Friday program. However, this is clearly not so - neither in Manitoba nor in Saskatchewan nor in Alberta. To have seen some part of the series did not necessarily carry with it knowledge that it was running at the same time each day of that week. This raises a question of the adequacy of the on-air publicity, and suggests that special care should be taken in future series to ensure that each day's viewers be adequately briefed on what is to follow later in the week.

- The other special point worth noting from this chart is the abnormally large proportion of non-viewers of the Friday program who explained that they were not interested in this particular subject - farm careers. Hardly a surprising reaction, perhaps, from an audience of farmers 60 per cent of whom are over 45 years of age. Casting back to CHART M2, it would seem fairly clear that this is the reason why the audience to the Friday program was so much smaller than the audience on the three mid-week days. The smaller Monday audience, on the other hand, was more probably due to the fact of so many people forgetting to switch in to the first broadcast of the series (as shown opposite) even though they had prior knowledge that it was coming.

CHART M7

MAIN REASONS GIVEN FOR NOT VIEWING PARTICULAR PROGRAMS - BY FARMERS WHO WATCHED SOME PART OF THE COURSE

MANITOBA



NOTE: TOTALS ADD TO MORE THAN 100 PER CENT BECAUSE SOME FARMERS GAVE MORE THAN ONE REASON FOR NOT VIEWING

SECTION II

VIEWERS' REACTIONS TO WHAT THEY SAW

This section of the report deals with the extent to which those who watched the programs found them interesting, informative, and useful, with the suggestions they made for improving them, and with those subjects which they would like to see covered in future series. Also reported and discussed are certain indications of how generally disposed farmers are to the idea of an instructional TV course of this kind.

INTEREST IN EACH DAY'S PROGRAM

- About half of all farmers who watched each of the Monday through Thursday programs pronounced them 'very interesting', about another third found them 'quite interesting', and less than one-fifth (15 to 19 per cent) reported each of these programs as either 'all right, not bad', 'not very interesting' or 'not at all interesting'. These last three categories we have grouped together in the chart under the single heading 'not so interesting'.

- Favorable reception of the Friday program, the program dealing with careers in farming, was much less widespread. The proportion who found it 'very interesting' was scarcely any smaller than in the case of the Monday to Thursday programs, but there was a large 28 per cent who felt unable to rate this program either very or even quite interesting. This confirms inferences already made, and others that remain to be made, about the general appeal of this particular program.

- Might it not be, however, that while this Friday program was of less interest than the other four programs to its total audience, it was of special interest to younger farmers? We checked this and the answer is: apparently not. Indeed, precisely the opposite is the case: to the youngest farmers, those under 35 years of age, this Friday program was felt to be by far the least interesting of the five, no less than 43 per cent of farmers in this age group rating this program in the 'not very interesting' category.[1] We have no information on how this Friday program may have impressed members of the audience other than the farmer himself. However, this is hardly a very relevant point since, as we have already seen, in no more than 10 per cent of all homes which watched the Friday program did anyone other than the farmer and/or his wife watch (see TABLE M1, page 25). So, it remains a fact that, whether or not any younger members of the audience found the program interesting, the great bulk of the Friday audience, including the farmers themselves, found this program significantly less interesting than any of the other five.

- In so far as it is possible to compare them, these expressions of interest in the individual programs are very similar to those obtained in the 1962 study. Almost the same proportion of viewers then, as now, found each of the programs 'very interesting'. Beyond that, strict comparisons are not possible since a different type of scale was used on this occasion for measuring degrees of interest. In general, however, it seems fair to say that, while the audience this year was demonstrably somewhat smaller than was the audience for the 1962 'This Business of Farming' series, its interest in the programs was just as great.

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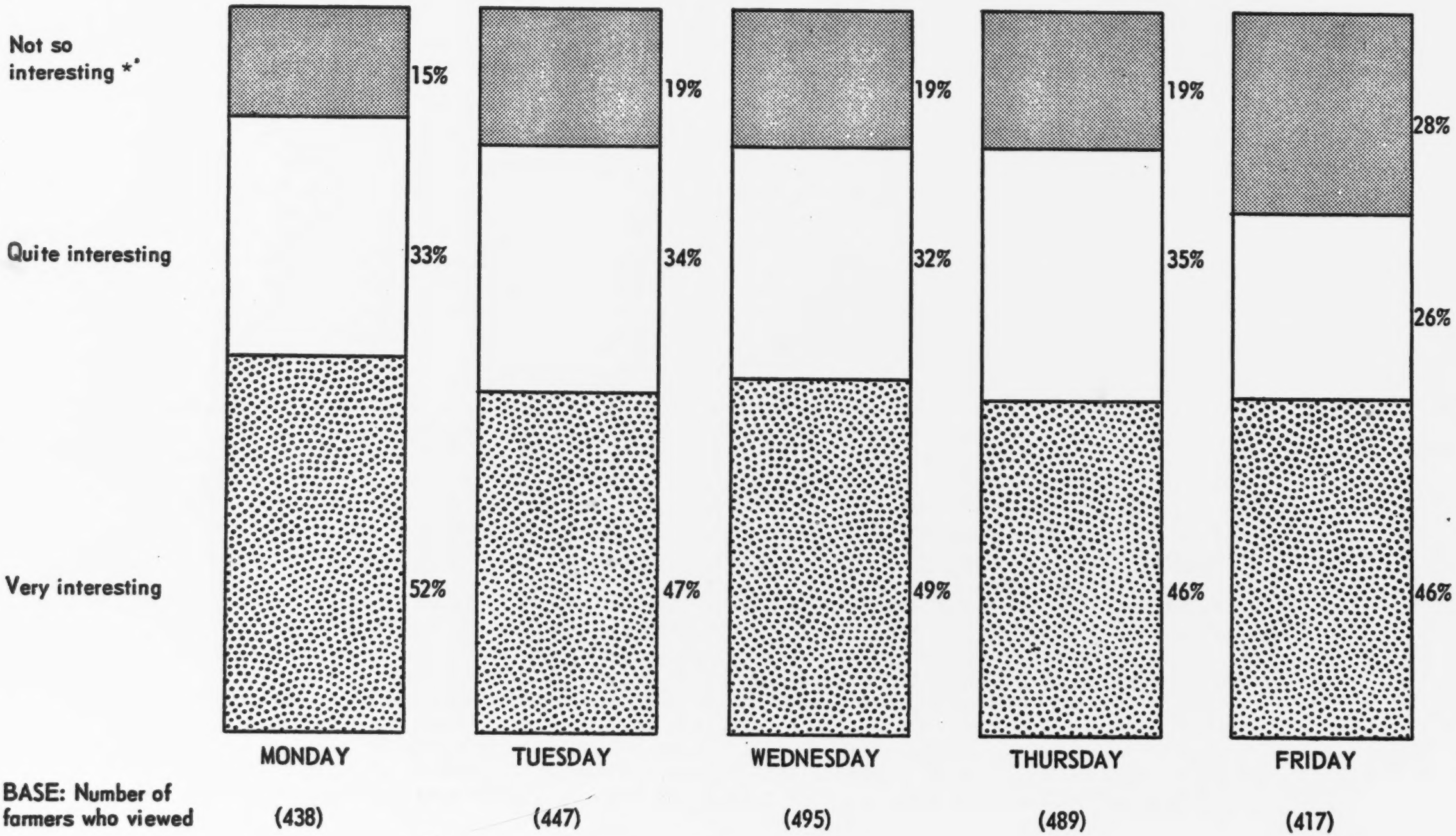
[1] For a more detailed discussion of the reactions to the programs of farmers of different ages, see pages 92-97.

CHART M8

INTEREST IN EACH DAY'S PROGRAM

MANITOBA



*'Not so interesting' includes all who said 'all right, not bad', 'not very interesting' and 'not interesting at all'.

EXTENT TO WHICH THE INDIVIDUAL PROGRAMS WERE FELT TO HAVE PROVIDED NEW AND USEFUL INFORMATION

In respect of each program that they had seen, farmers were asked, first, if they had learned anything new from it and if so, what exactly it was they had learned; then those who had learned something new were asked if they had learned anything from that program that seemed of particular use to them in their work - if so, what? The results are illustrated opposite.

- The proportion of farmers who, having watched a program, felt they had learned something new from it, varied from a high of 76 per cent in the case of the Monday (soil) program to 63-64 per cent in the case of the Wednesday and Thursday (beef cattle) and Friday (careers) programs. The Tuesday (forage) program fell mid-way between these extremes with 71 per cent of those who watched it reporting that they had learned something new from it.

- The Monday program also proved to be ahead of the others in the extent to which the information gained from it was felt likely to be of practical use. Rather fewer people felt this about the Tuesday, Wednesday and Thursday programs and, of the five, the Friday program made least impression as a vehicle of useful information.

- It is relevant to add at this point that, in Saskatchewan and Alberta also, the Monday program was felt to be ahead of the Tuesday, Wednesday and Thursday programs as a provider both of new and of useful information (see CHARTS S9 and A9). Note, however, that only in Manitoba did the Friday program compare unfavorably in these respects with all other programs.

- It is also appropriate at this point to note that, so far, we have established the Monday program, in Manitoba, as the program stimulating the greatest expression of audience interest, the program most widely felt to have provided both new and useful information, and the program whose subject matter was least frequently described by non-viewers as being of no interest to them. The fact that it did not get a bigger audience than it did (CHART M3) must be presumed to have been due primarily to its position as the opening program of the series.

- Viewers who felt they had learned nothing new or particularly useful from one program often found something new and/or useful in another. Consequently the cumulative proportion of farmers who felt they had benefited in these respects from at least some part of the series is larger than the proportion who felt this about any one program. 86 per cent of farmers who watched the series at all felt they had learned something new from some part of it, and 57 per cent felt that what they had learned was likely to be of practical use to them. These figures are almost identical with those obtained in Saskatchewan. In Alberta, however, a significantly larger proportion (64 per cent) of all farmers who watched felt that the course had been of use to them in their work.

EXTENT TO WHICH FARMERS FELT THEY HAD LEAR
AND FOUND SOMETHING PARTICULARLY USEFUL IN EACH P

MANITOBA

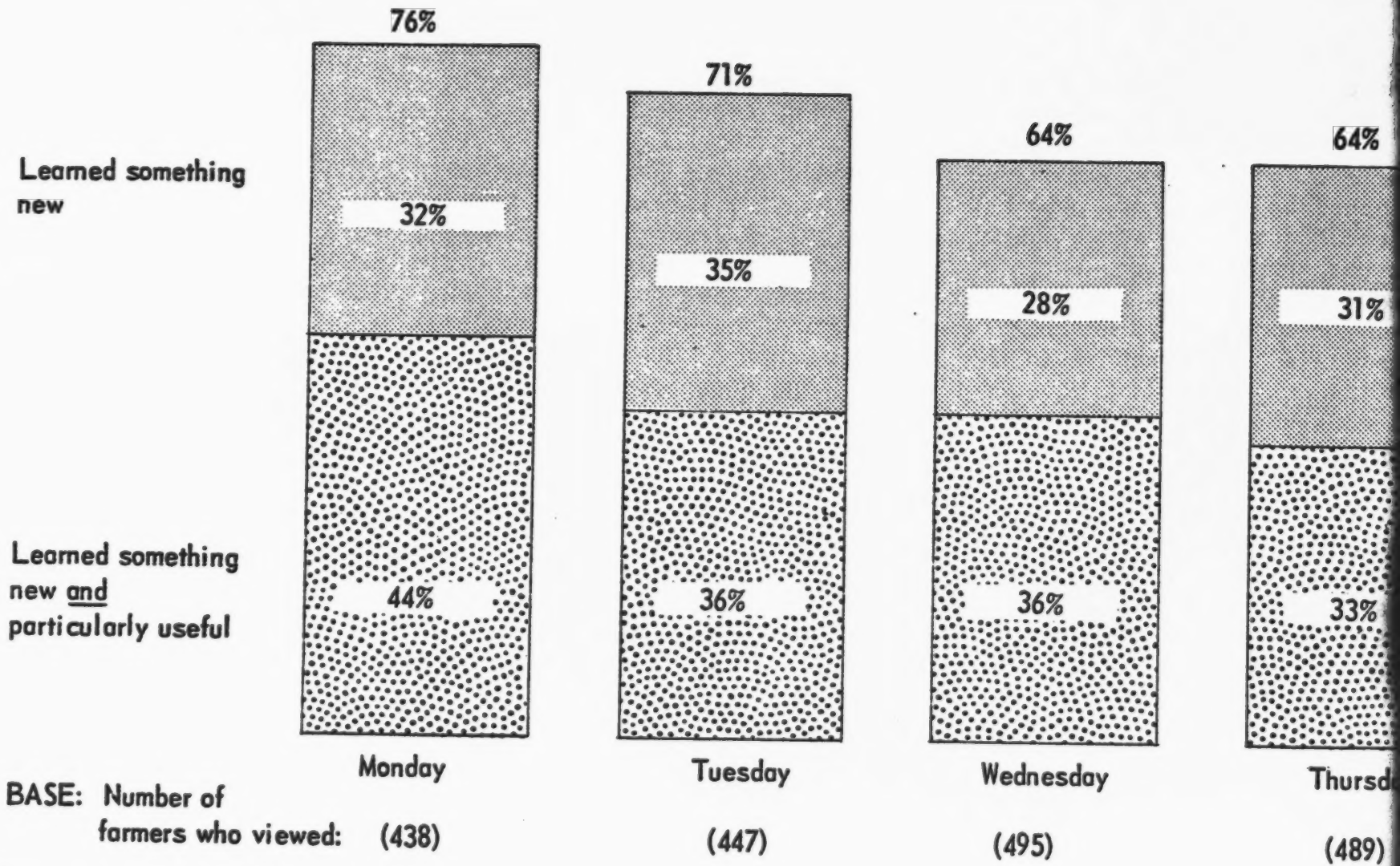
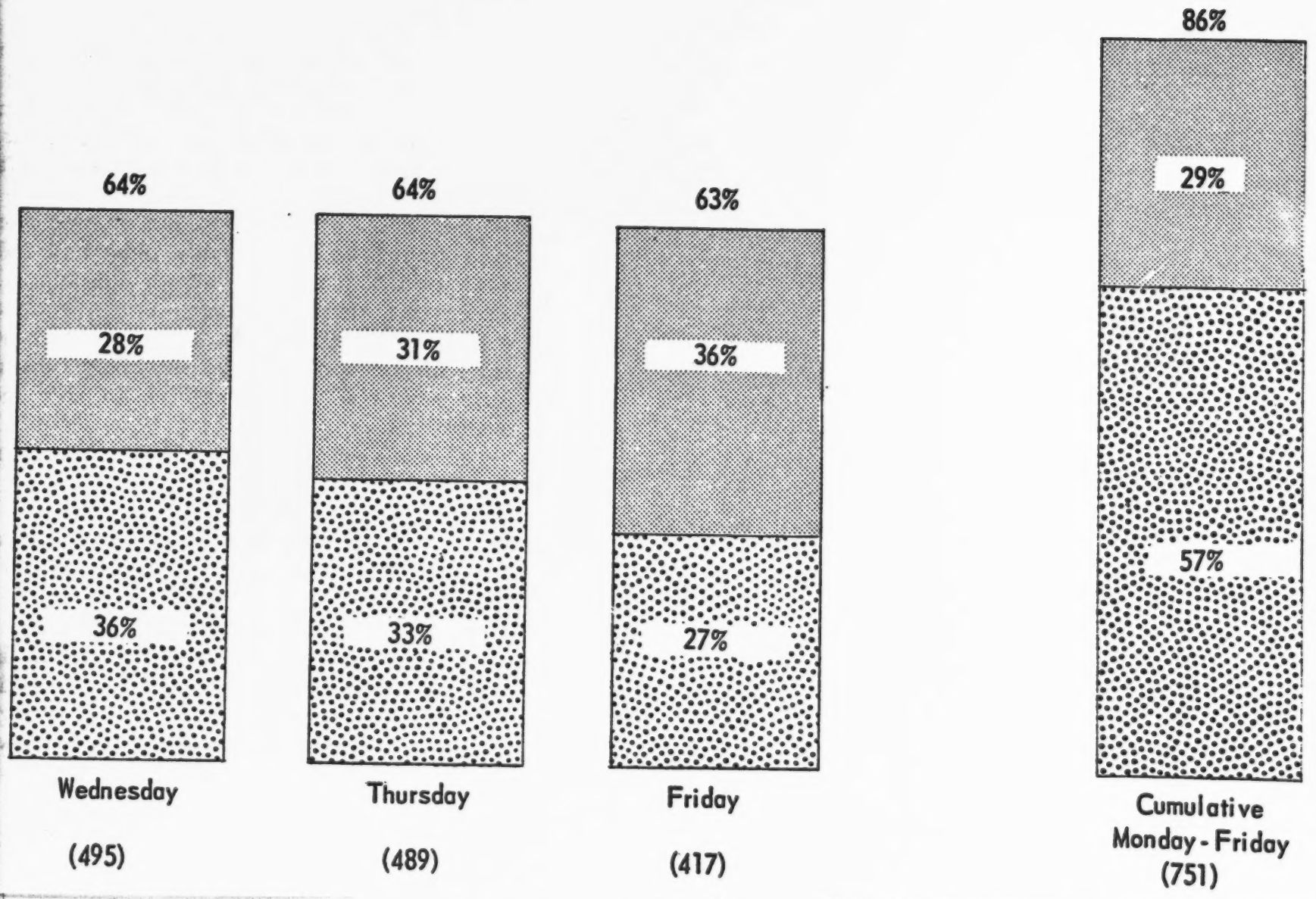


CHART M9

FARMERS FELT THEY HAD LEARNED SOMETHING NEW
RTICULARLY USEFUL IN EACH PROGRAM, AND IN THE SERIES

MANITOBA



In the next few pages we shall be listing and commenting on those points most frequently made by viewers when asked to say what it was in each program that they found new and particularly useful. Obviously an account of this will not make much sense to a reader unless he has a fairly detailed knowledge of the content and format of each program. This is assumed in the section of the report that follows.

It must also be stressed that the percentage figures shown in CHARTS M10 through M19 are intended merely to indicate the relative emphasis given to these points in viewers' answers. Since the questions asked were posed in deliberately general terms, without reference to any specific feature of each program, these percentages obviously do not represent the full extent to which the audience for any program may have felt it to be informative and/or useful in this respect.

WHAT FARMERS FELT THEY HAD LEARNED FROM THE MONDAY PROGRAM

- As already noted, three-quarters of those farmers who watched the Monday (soil) program felt they had learned something new from it (see inside small box opposite). Just under a quarter said that they learned about the need to cut down on summerfallow, while another 10 per cent said that they learned <u>something</u> about summerfallow, but without being more specific.

- 16 per cent of farmers who viewed mentioned learning something about crop rotation from the Monday program. This was not a subject that was dealt with explicitly, and these answers also should be seen as reflecting an aspect of summerfallow: that is to say, the use of grasses and legumes as a cheap source of plant nutrients and an alternative to summerfallow. The same is true of the 11 per cent who mentioned the 'use of fertilizer'. This again was referred to in the program as one of the alternatives to summerfallow as an aid to soil fertility. The 8 per cent who mentioned 'soil management' were doing little more than naming the general subject of the program.

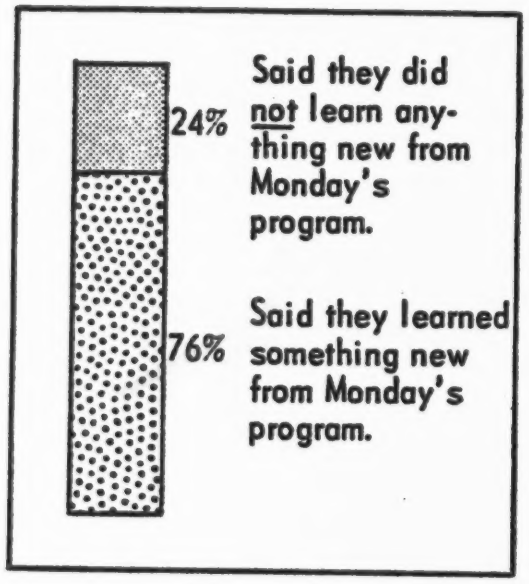
- The three provinces differed not at all in the extent to which these different points emerged in the answers given.

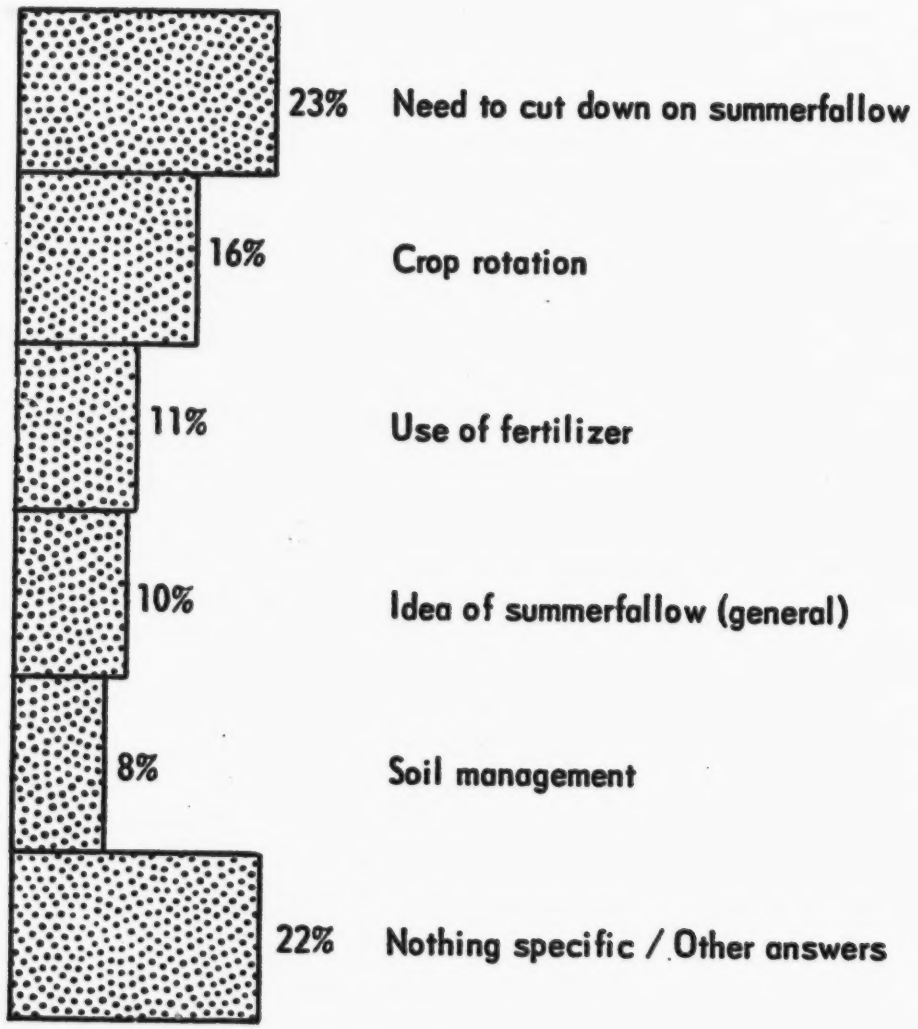
- From all of this it would seem that the story on summerfallow got across with some impact. Whether it will in turn be acted on is, of course, another matter. The point to be made here is simply that to have as many as a quarter of all viewers 'playing back' the specific point concerning the need to cut down on summerfallow is, in itself, reasonably encouraging.

CHART M10

WHAT FARMERS FELT THEY HAD LEARNED FROM THE MONDAY PROGRAM

MANITOBA





BASE: Number of farmers who viewed this program (438)

NOTE: Because some respondents commented on more than one item, the sum of the individual percentages, in this and in other similar charts to follow, exceeds the total percentage of farmers who said they had learned something new (found something particularly useful, felt something could be improved) in the program.

WHAT WAS FOUND PARTICULARLY USEFUL IN THE MONDAY PROGRAM

Those farmers who felt they had learned something new from the Monday program named the items listed on the opposite page as being particularly useful to them. Here again, these are all topics covering some aspect of summerfallow, or alternatives to summerfallow.

- Thus, 14 per cent named summerfallow itself; 8 per cent mentioned the 'use of fertilizers', which was suggested in the program as one of the alternative means of maintaining soil fertility; 7 per cent mentioned 'forage crops', which refers to the grasses and legumes mentioned in the program as another alternative to summerfallow; and 6 per cent mentioned 'soil analysis and improvement'.

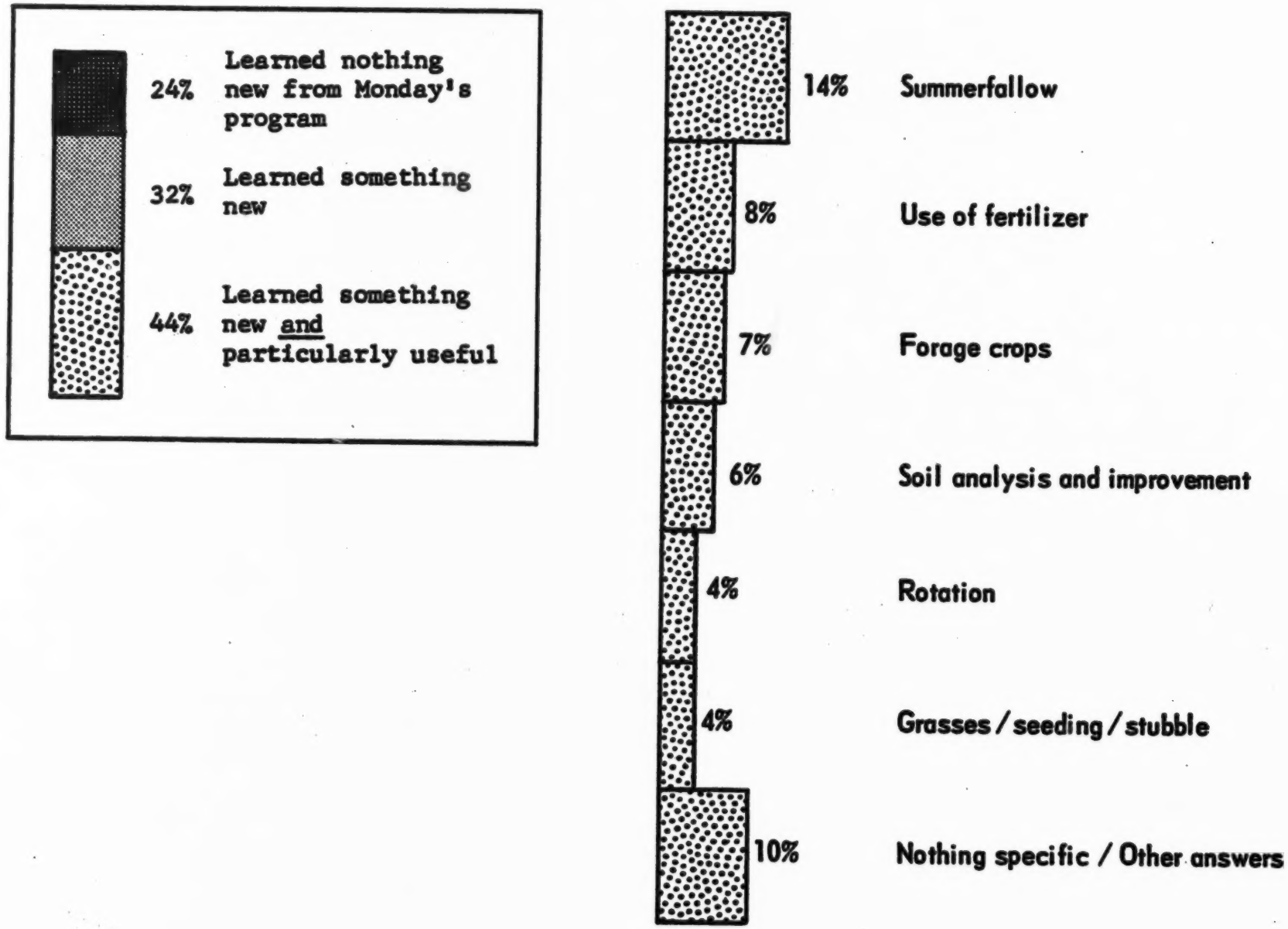
- The 4 per cent who mentioned 'rotation' were also talking about an alternative to summerfallow, while the remaining category 'grasses/seeding/and stubble' referred to particular points which were raised in the program - 'grasses' has already been mentioned under 'forage crops'; 'seeding' presumably refers to delayed seeding as a means of controlling annual weeds, while 'stubble' seems to be a reference to soil analysis work (on stubble and fallowed land in Manitoba) which was referred to in the program as evidence of the preservation of nitrate nitrogen in the soil as a result of summerfallowing.

- There were no significant differences between the three provinces in the relative emphasis placed on these topics.

CHART M11

WHAT WAS FOUND PARTICULARLY USEFUL IN THE MONDAY PROGRAM

MANITOBA



BASE: Number of farmers who viewed this program (438)

WHAT FARMERS FELT THEY HAD LEARNED FROM THE TUESDAY PROGRAM

- Among the 71 per cent of farmers who felt they had learned something from the Tuesday (forage crops) program the topic most frequently mentioned in this context was 'pasture management' - cited by about a fifth (21 per cent) of those who had watched this program. A smaller number of viewers mentioned the value of forage as a crop, or the secondary value of forage crops.

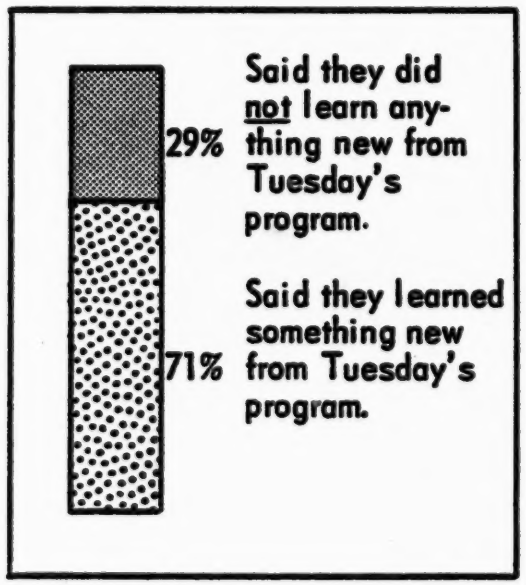
- Of interest here is the fact that viewers frequently commented on what might be called the essentially 'visual' aspects of the pasture management section of the program - the photographs and the models of strip grazing. The other parts of this program did not have these advantages to the same extent, and it would seem not unlikely that this may have contributed to making the pasture management section of the program as memorable to the audience as it was.

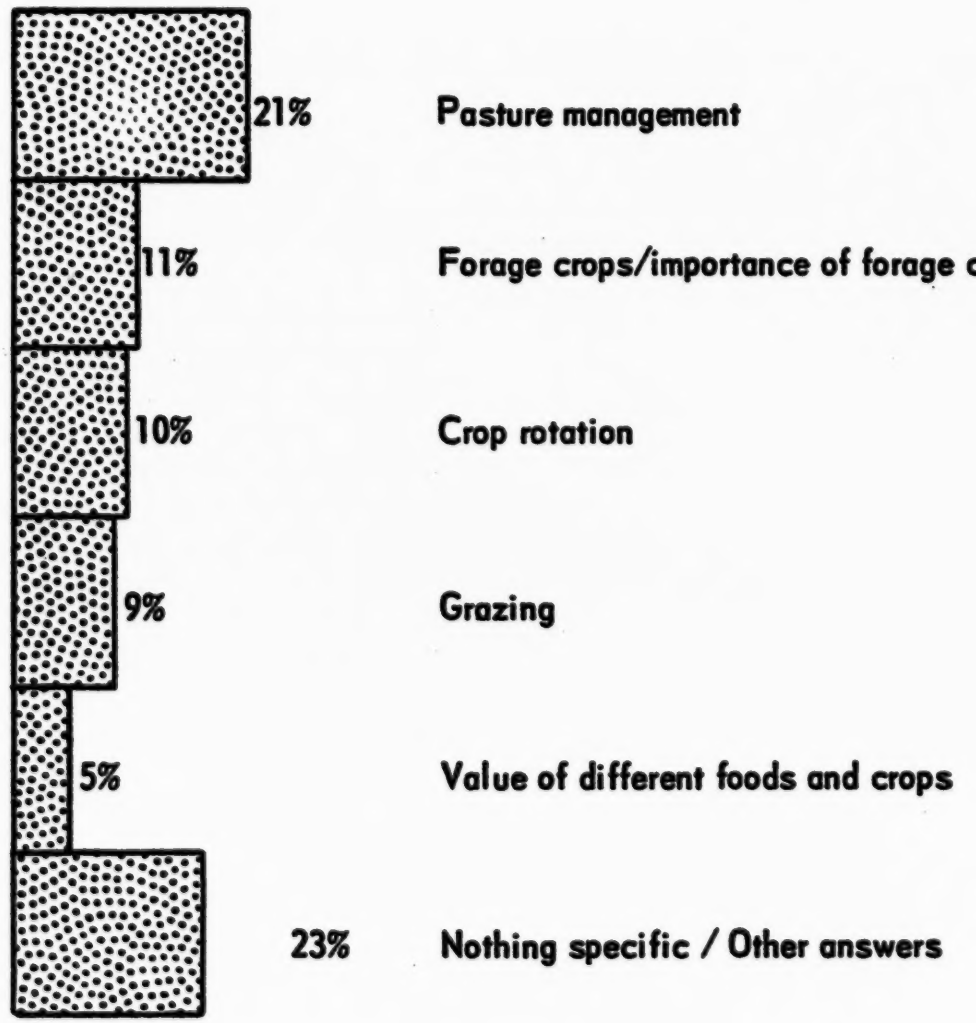
- The 11 per cent who mentioned 'forage crops' or 'the importance of forage crops' were referring mainly to that section of the program dealing with the cost per pound of TDN of different crops, and to this 11 per cent should be added the 5 per cent who mentioned the 'value of different foods and crops'. The 9 per cent who mentioned 'grazing' were referring to the section of the program on 'pasture management'. There seems to have been little playback from the last part of the program, on the 'secondary value of forage crops'.

CHART M12

WHAT FARMERS FELT THEY HAD LEARNED FROM THE TUESDAY PROGRAM

MANITOBA





BASE: Number of farmers who viewed this program (447)

WHAT WAS FOUND PARTICULARLY USEFUL IN THE TUESDAY PROGRAM

Those farmers who felt they had learned something from the Tuesday program mentioned the subjects indicated on the opposite page as being particularly useful to them.

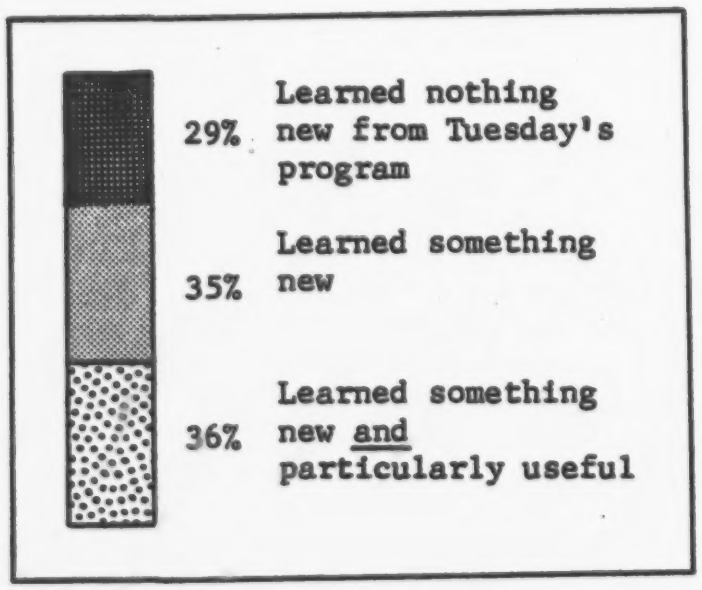
- In this case it proved very difficult to group the various answers into distinct categories because of the wide range of points made in reply to this question. References to 'rotation' should, possibly, be grouped other than with 'pasture management' and 'strip grazing'. However, these 'rotation' references amounted to only about one-sixth of all references in this composite group so, at worst, no great violence has been done to the general rank order of frequency-of-mention.

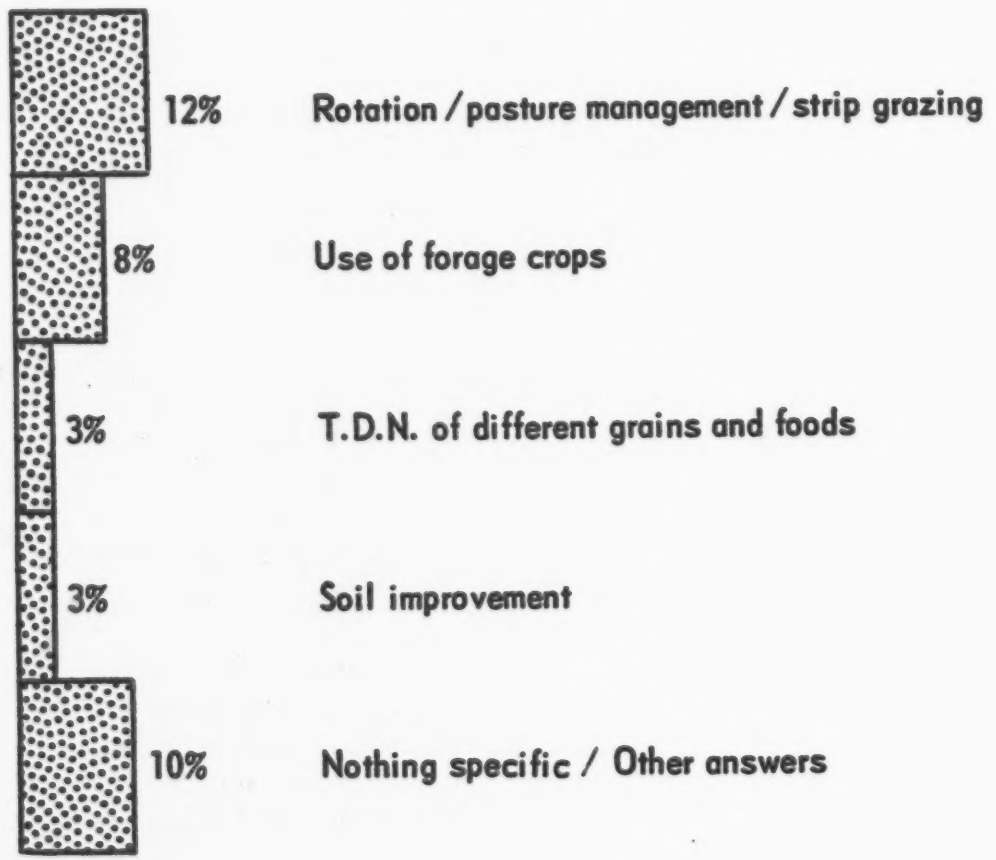
- Aside from this, relatively few members of this audience mentioned any other program topics with any great frequency.

CHART M13

WHAT WAS FOUND PARTICULARLY USEFUL IN THE TUESDAY PROGRAM

MANITOBA





BASE: Number of farmers who viewed this program (447)

WHAT FARMERS FELT THEY HAD LEARNED FROM THE WEDNESDAY PROGRAM

- The three main items mentioned by those who felt they had learned something from the Wednesday (beef cattle) program were:

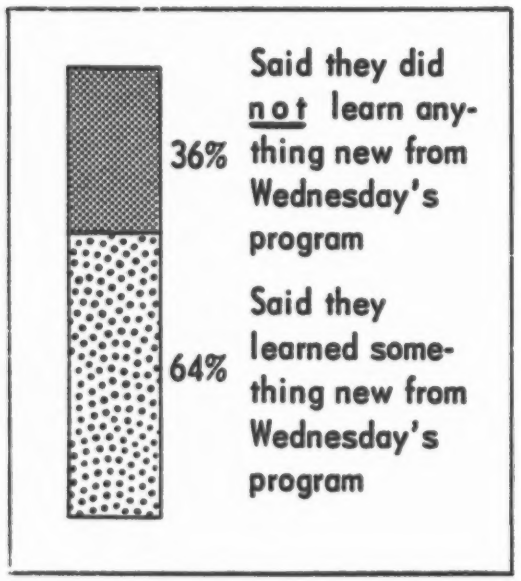
  (a) handling the herd - with references to corrals, chutes and gates (by 14 per cent of all who had seen this program);
  (b) feeding - mentioned under the headings of general references to feeding, feed additives, and feeding facilities-self feeders (by a total of 19 per cent of viewers);
  (c) improving the herd and performance testing (by 11 per cent).

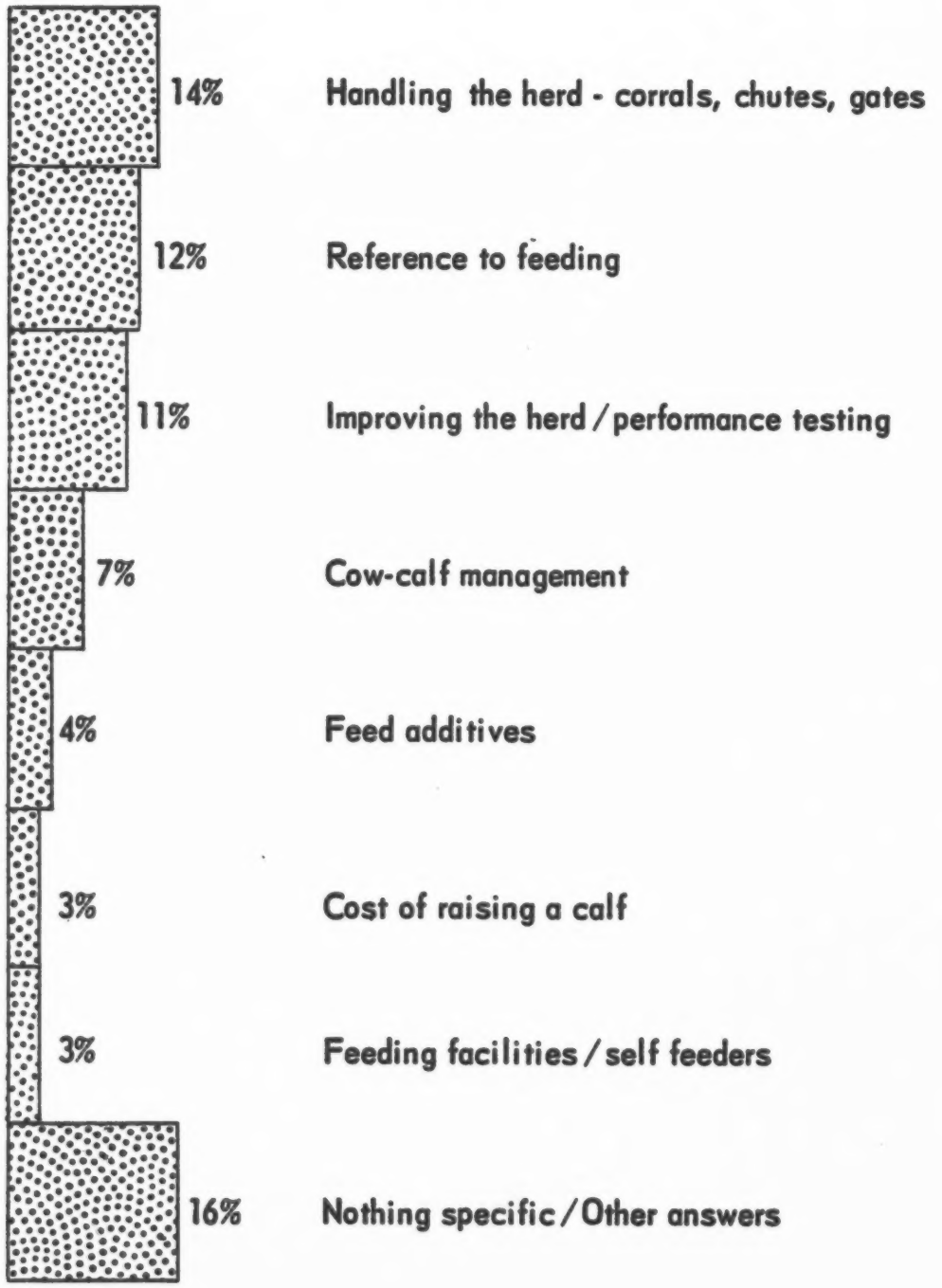
- There were references to other forms of new information, under the headings of cow-calf management, and the cost of raising a calf. This latter was another section of the course that was supported by charts and tables as distinct from more striking 'visuals'.

CHART M14

WHAT FARMERS FELT THEY HAD LEARNED FROM THE WEDNESDAY PROGRAM

MANITOBA





BASE: Number of farmers who viewed: (495)

WHAT WAS FOUND PARTICULARLY USEFUL IN THE WEDNESDAY PROGRAM

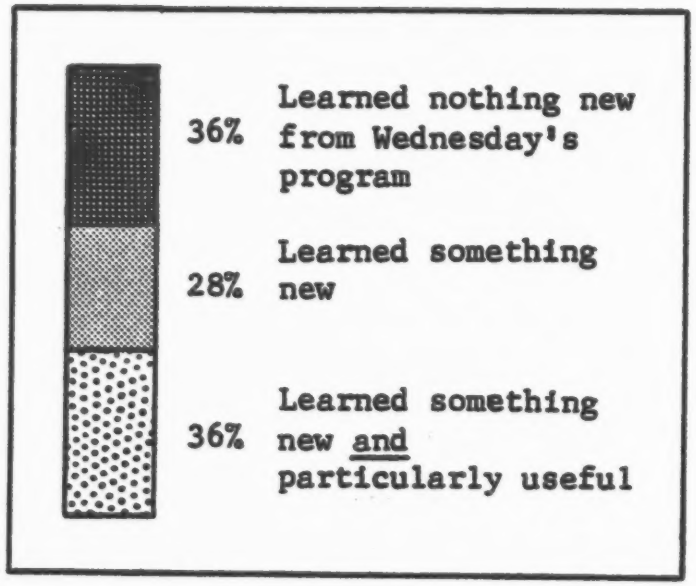
- Among the 36 per cent of viewers of this Wednesday program who felt they had learned something particularly useful from it, the three topics most frequently mentioned in this context were those same ones which had been mentioned most often as providing new information - namely, handling the herd, feeding, and improving the herd, with added references to performance testing.

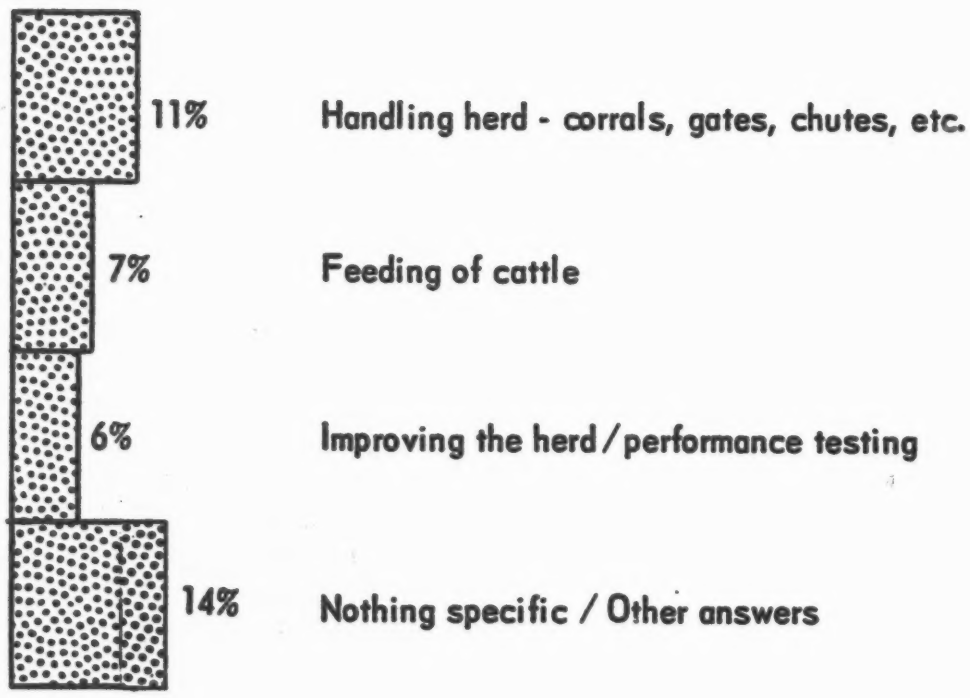
- These were the same points made by farmers who watched this program in the other two provinces.

CHART M15

WHAT WAS FOUND PARTICULARLY USEFUL IN THE WEDNESDAY PROGRAM

MANITOBA





BASE: Number of farmers who viewed this program (495)

WHAT FARMERS FELT THEY HAD LEARNED FROM THE THURSDAY PROGRAM

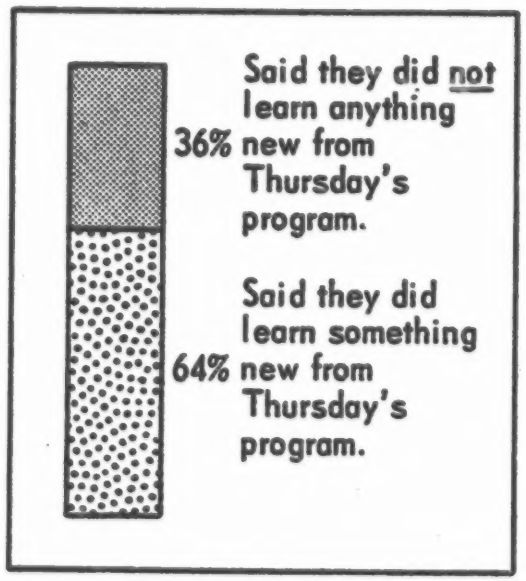
- Among the two-thirds of viewers of the Thursday (beef cattle) program who felt that they had learned something new from it, the section of the program most frequently cited as providing new information was that concerned with feeding programs, and mixing vitamins. About a quarter of all farmers who saw the program made some reference to this subject matter. Not only was this particular section of the program much more frequently mentioned than any other by Manitoba viewers, but in Saskatchewan and Alberta also this same situation obtained. Here again the point has to be made that this was the part of the program more adequately supported by 'visual action' than any other.

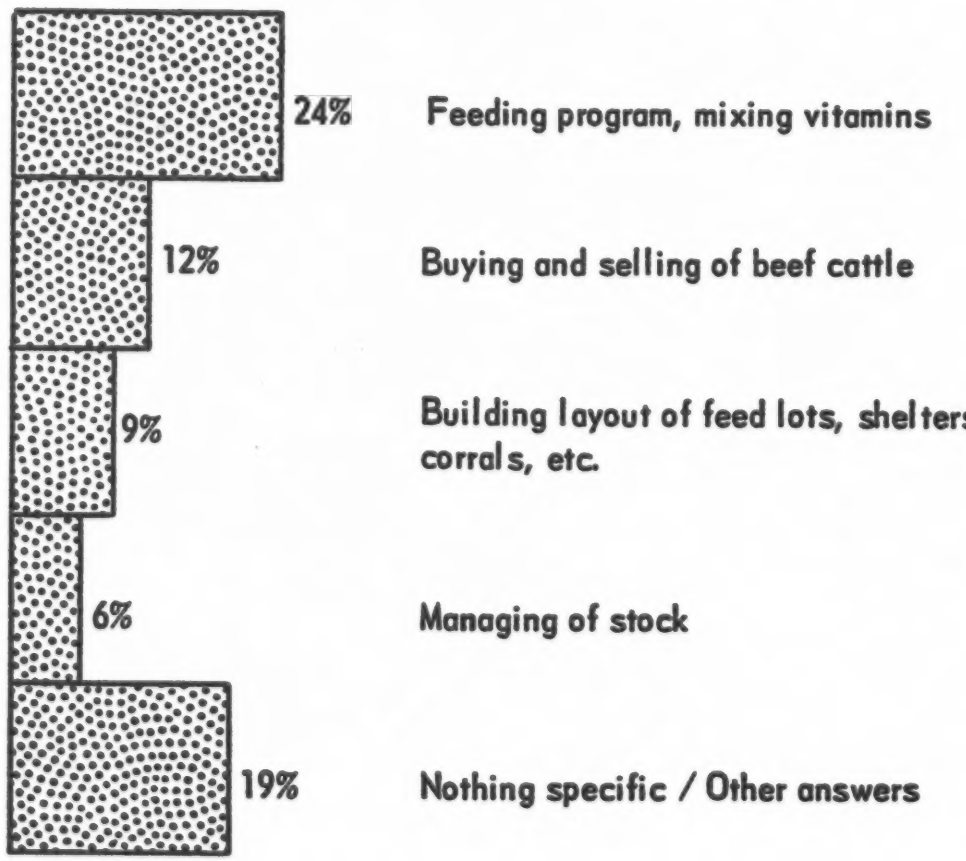
- The other two items of the program most often referred to as having provided new information were the buying and selling of beef cattle, mentioned by 12 per cent of viewers of the Thursday program, and that part of the program dealing with the building layout of feed lots, shelters and corrals, mentioned by 9 per cent.

CHART M16

WHAT FARMERS FELT THEY HAD LEARNED FROM THE THURSDAY PROGRAM

MANITOBA





BASE: Number of farmers who viewed this program (489)

WHAT WAS FOUND PARTICULARLY USEFUL IN THE THURSDAY PROGRAM

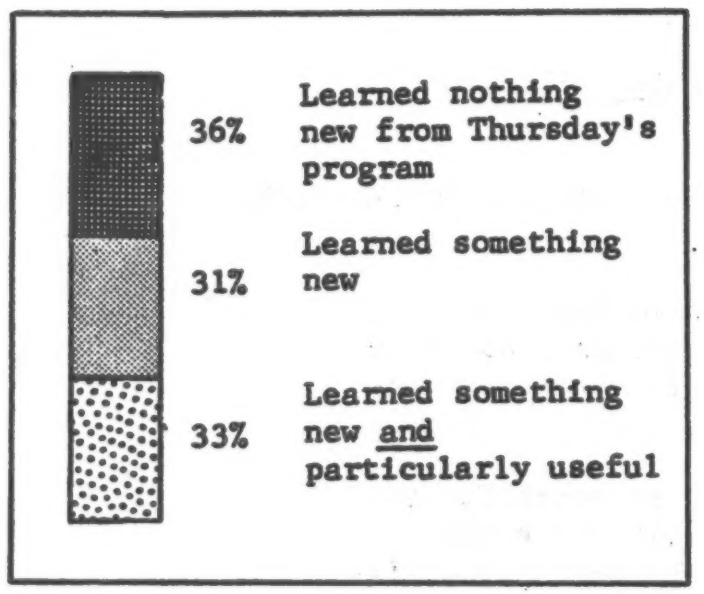
- The items found particularly useful in the Thursday program followed the same pattern as the references to those things that had been found new. Most frequently mentioned was information relating to feeding systems. Then came references to the buying and selling of beef cattle or to marketing matters generally. Other information mentioned as particularly useful concerned buildings and equipment.

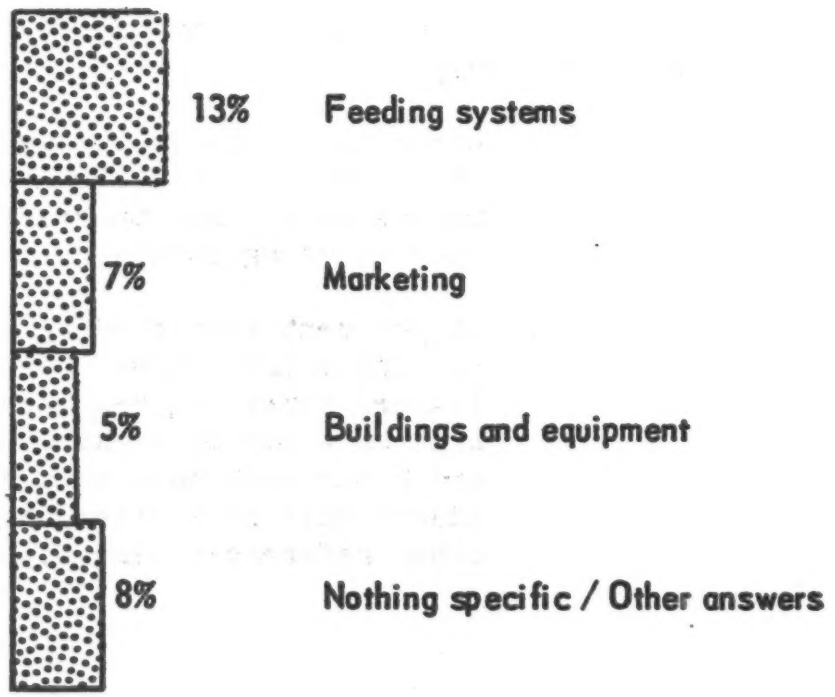
- Likewise in the other two provinces, these were the items in this program felt to be of the greatest practical usefulness.

CHART M17

WHAT WAS FOUND PARTICULARLY USEFUL IN THE THURSDAY PROGRAM

MANITOBA





BASE: Number of farmers who viewed this program (489)

WHAT FARMERS FELT THEY HAD LEARNED FROM THE FRIDAY PROGRAM

This was the program on careers in farming designed for Manitoba audiences only.

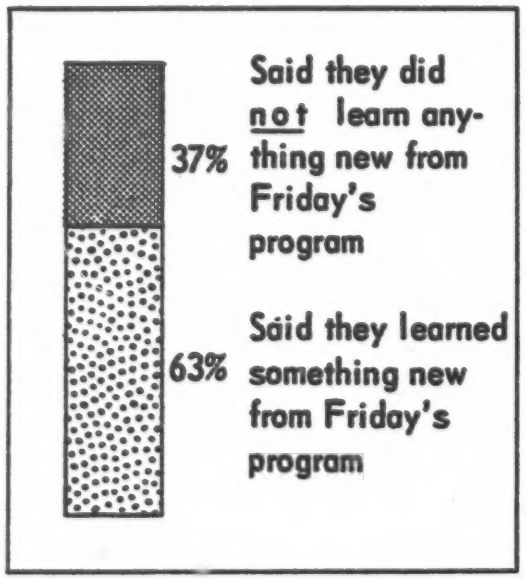
- Asked what they felt they had learned that was new, 18 per cent of those who saw this program made some reference to the opportunities in farming that were open to young people.

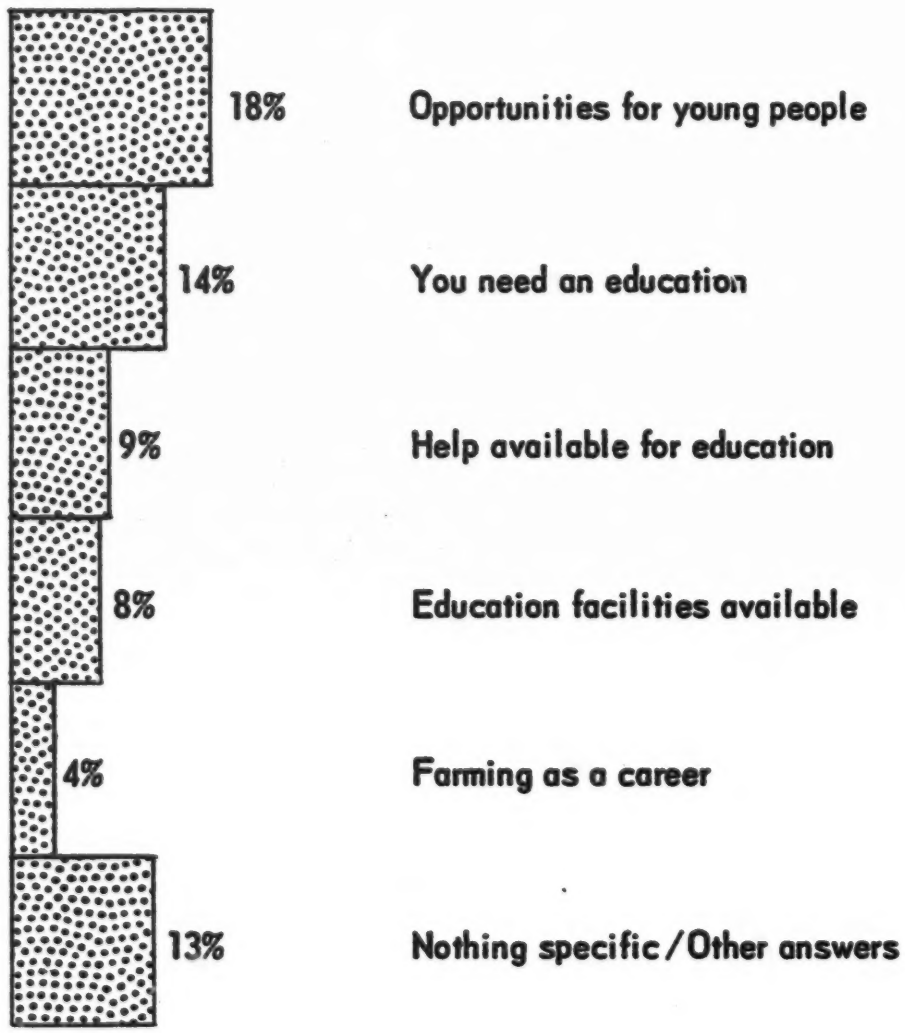
- 14 per cent mentioned the need for an education in seeking a farm career, 9 per cent said they had learned something new about the help that was available to a person seeking to improve his education, and 8 per cent made some reference to the actual educational facilities that were available. Most other references were of a non-specific nature.

CHART M18

WHAT FARMERS FELT THEY HAD LEARNED FROM THE FRIDAY PROGRAM

MANITOBA





BASE: Number of farmers who viewed this program (417)

3 aug 9.

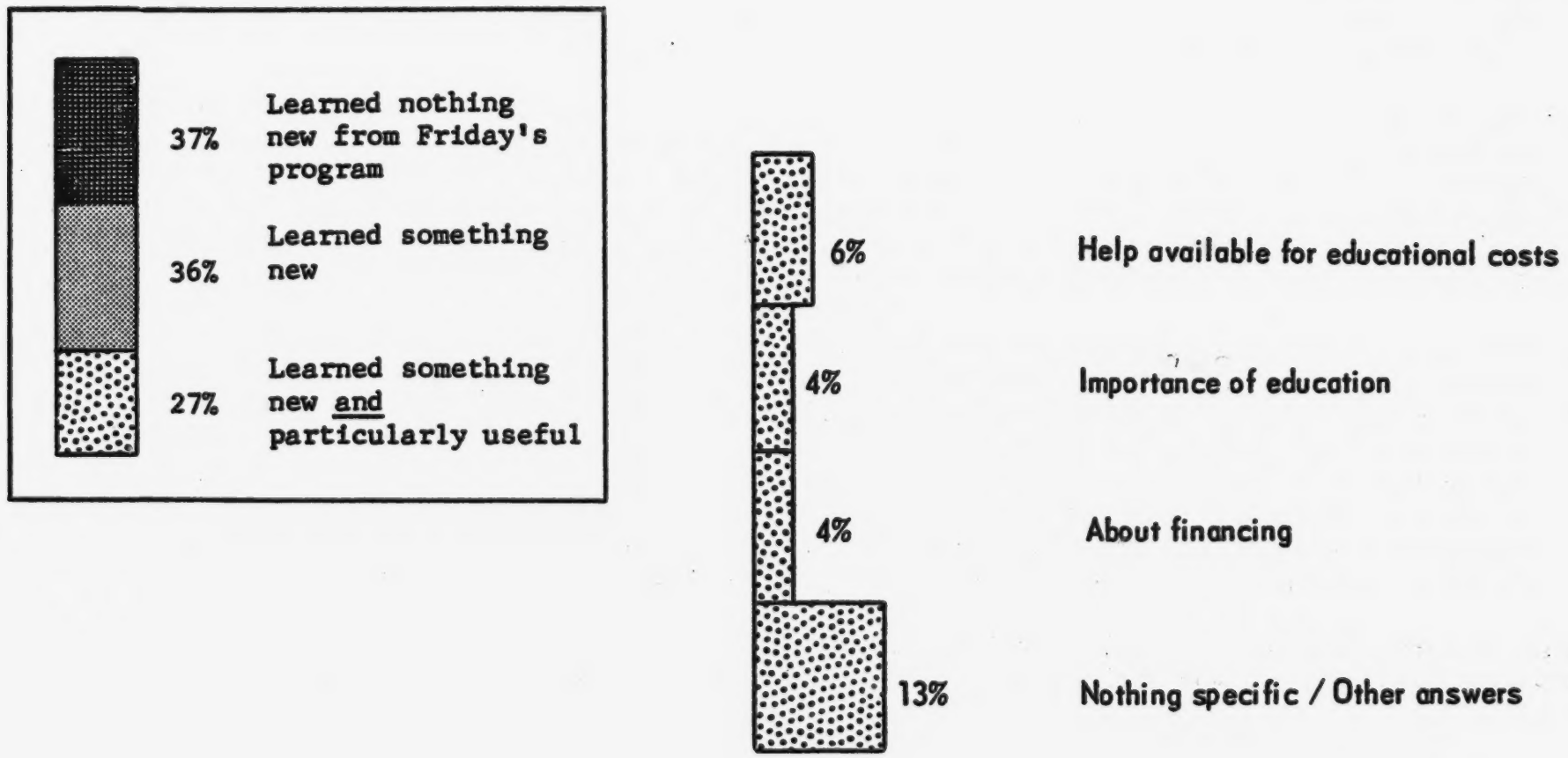
WHAT WAS FOUND PARTICULARLY USEFUL IN THE FRIDAY PROGRAM

- Of the various aspects of this program mentioned as having provided new information, few were apparently felt to be particularly useful. Indeed, out of the whole program, the only features specially mentioned in this context were those dealing, in one way or another, with the costs of obtaining an education and the help available for meeting these costs - and these were points mentioned by altogether no more than 14 per cent of all farmers who saw the program.

CHART M19

WHAT WAS FOUND PARTICULARLY USEFUL IN THE FRIDAY PROGRAM

MANITOBA



BASE: Number of farmers who viewed this program (417)

EXTENT TO WHICH FARMERS FELT THAT THE PROGRAMS COULD HAVE BEEN 'BETTER FOR THEMSELVES'

Implicit in many of the answers given to those questions about 'new' and 'useful' information were certain comments on the programs not having done all that some people felt they might have done. In order to provide some measure of the extent of this feeling, the specific question was asked of those who watched each program: "Was there any part (of this program) that you felt could have been better for you yourself?" On the next few pages are described the various types of critical and other comments levelled at the different programs. First, however, a measure of the total extent of feelings of this kind:

- As illustrated opposite: approximately one viewer in every four who saw each of the first four programs in the series - the Monday, Tuesday, Wednesday and Thursday programs - felt that, from his own point of view, it left something to be desired.

- The Friday program was the exception. We have already noted that this program was felt to be the least interesting of the five (CHART M8), also that its audience was less impressed by the usefulness of the information it provided than was the case with the other four programs of the series. Why then do we find so few - only 10 per cent - of those who watched the Friday program expressing the view that it could have been better, as against 25 per cent in the case of the other programs?

- The explanation for this was not difficult to find and was evident from supplementary comments on the program made by many of those who watched it: they felt, many of them, that this Friday program on careers would probably be enjoyed by younger people, especially those still at school, but that it was not really a program directed at them - i.e. at the older farmer.[1] This being so, they tended to feel that, while they did not particularly enjoy the program, there was really no way that it could be 'made better for me' without changing the whole character of the program. Hence there were, paradoxically, fewer comments of this kind directed at the Friday program than at any of the others.[2]

So much for the dimensions of the problem. If we now turn to the comments made on the different programs we can get some idea of just how each of them was felt to be, in some way, 'improvable'.

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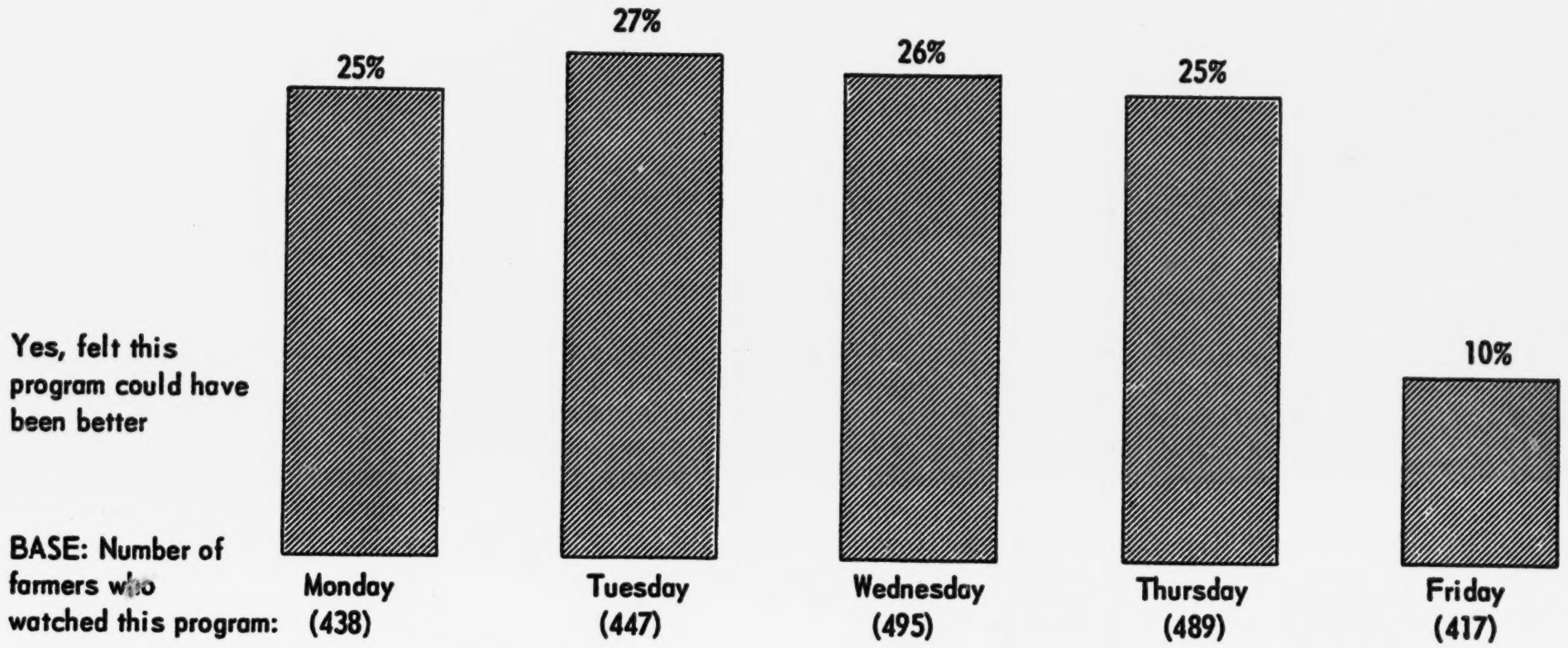
[1] Over 20 per cent of those who watched the program made this point specifically; others may have shared this view without expressing it. In fact, as already mentioned (page 34) younger farmers in the audience did <u>not</u> find this Friday program any more interesting than did older farmers. On the contrary they found it less interesting.

[2] See also page 152 in the Saskatchewan section of the report for a more general comment on the significance of viewers' replies to this question on ways in which the programs might have been better.

CHART M20

EXTENT TO WHICH FARMERS FELT THAT THE PROGRAMS COULD HAVE BEEN "BETTER FOR THEMSELVES"

MANITOBA



WAYS IN WHICH FARMERS FELT THE MONDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

- The single point most frequently made of the Monday (soils) program, by 11 per cent of farmers who watched it, was that they would have liked the program to have dealt more fully with their own area, their own type of farm. A further 7 per cent felt the program could have been improved by being more specific, more detailed. These two points are obviously closely related, indeed in some cases almost indistinguishable. In effect what this amounts to is that, in total, some 18 per cent of Manitoba farmers who watched this Monday program felt that it wasn't talking directly enough to them, not dealing adequately with their particular interests and area problems.

- We shall find this same type of criticism levelled at most other programs in the series, and not only by Manitoba farmers but by Saskatchewan and Alberta farmers also. There are some variations in the extent of this criticism, day by day, and province by province, and we shall note these as we come to them - but by and large it would seem almost inevitable that any single program in a series of this kind should strike some viewers as not being specific enough to their own particular interests. Indeed, in the case of this Monday program on soil and land use, considering the variation in types of soil zones across the country, it may be regarded as a merit of the program that so few farmers felt it deficient in this particular respect. One needs to keep in mind also that, notwithstanding this critism, this Monday program was (as we have already seen) probably the most interesting, informative, and useful program of the series. To have attempted to make it any more specific than it was, for any particular group, might well have made it less generally attractive to the great majority.

- Very few other suggestions were made as to how the program might have been improved. Comments which we have included under the heading of 'production of program' included suggestions about making more effective use of charts and other visual aids, the greater use of maps, and the advantage of demonstrating 'before and after' effects on actual farms. However, comments of this kind were by no means confined to this Monday program: they were directed at all programs in the series, each suggestion of this type usually being made by no more than a tiny minority of all viewers.

CHART M21

WAYS IN WHICH THE FARMERS FELT THE MONDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

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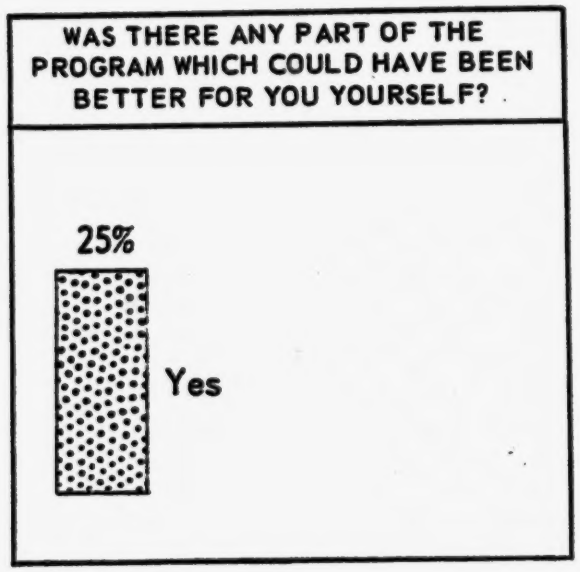

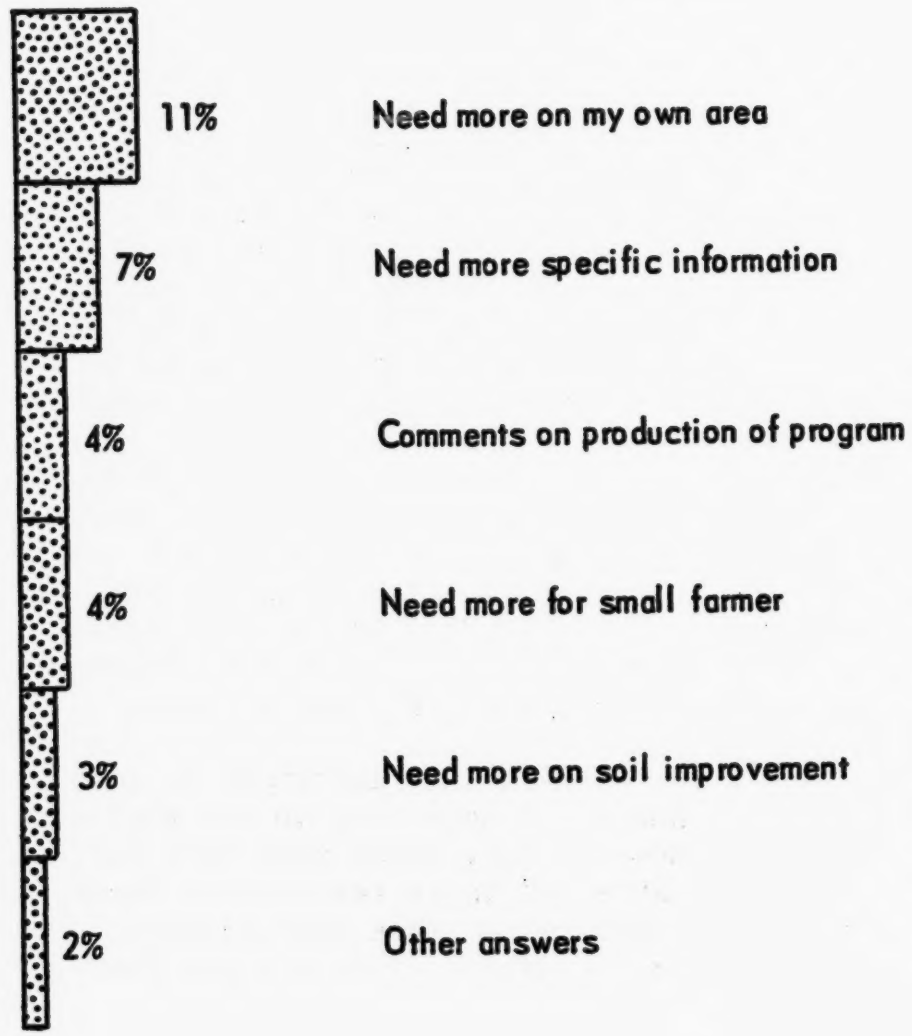

BASE: Number of farmers who viewed (438)

WAYS IN WHICH FARMERS FELT THE TUESDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

- The Tuesday program on forage and pasture management drew from viewers the same two comments as did the Monday program - the need for more specific information, and the need for more information in 'my own area'. 17 per cent of all viewers made comments of this kind.

- In this Tuesday program, perhaps even more so than in the case of the Monday program, it was not difficult to locate the basis for these suggestions about the need for the program to be more specific and personally relevant. Various grazing systems were dealt with and in the program the point was made, very reasonably, that the farmer's own choice would have to depend on such factors as the amount of moisture available, the type of livestock enterprise, land value, the size of the farm, and the skill of the operator. The great majority of those who watched this program regarded this as sufficiently specific for their particular needs, but some others did not and it was they who complained.

- Similarly, in another part of this program the point was made that the right decision as to the amount of perennial forage required could only be arrived at from a study of the results of local experimentation, the farmer's own personal preference, and an analysis of the returns from the various farm programs. Here again, this seems to have satisfied the great majority of farmers, but a minority complained that this was not sufficiently specific information for their purpose.

- It is certainly important to know that, among a minority of viewers, weaknesses of this kind in the program were felt to exist. The point remains however that these were very definitely minority opinions and that to have satisfied these few farmers (even if this were possible) by spelling out these points more specifically, could have resulted in a loss of interest by the majority who did not feel this same need for greater detail.

CHART M22

WAYS IN WHICH THE FARMERS FELT THE TUESDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

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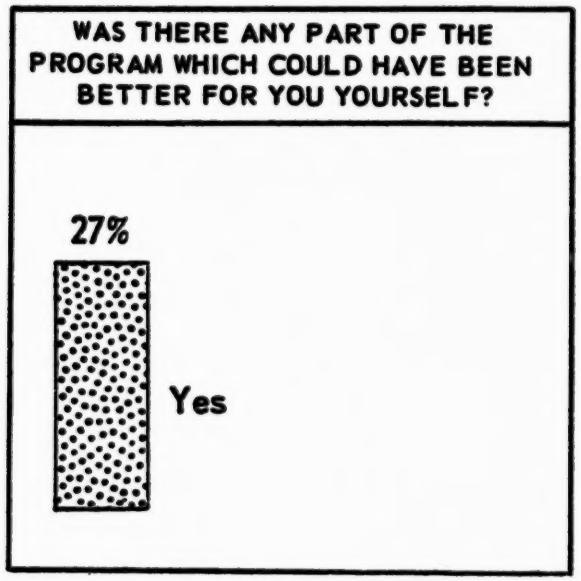

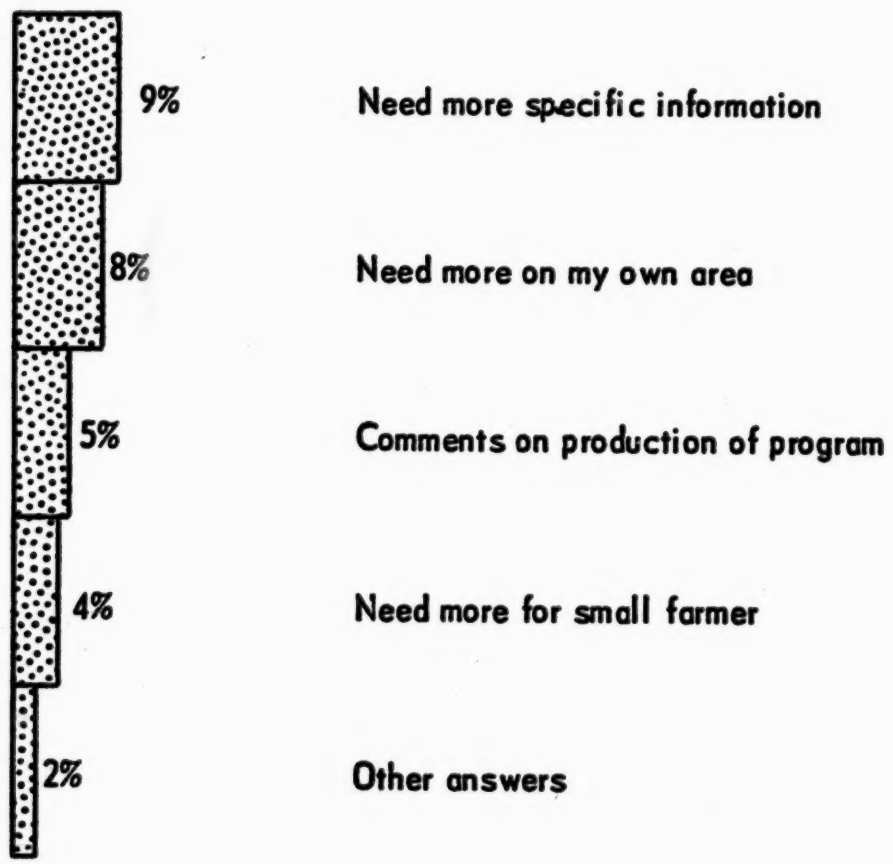

BASE: Number of farmers who viewed (447)

WAYS IN WHICH FARMERS FELT THE WEDNESDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

- The Wednesday and Thursday programs on beef cattle breeding and feeding drew one particular criticism not encountered to the same extent in audience reactions to the Monday and Tuesday programs. This was the comment, made by 10 per cent of farmers who watched the Wednesday program, and again by 10 per cent who watched the Thursday program, that there was not enough in the program for the small farmer. This, of course, is in the same line of criticism as those suggestions about the need for more specific information 'in my area', but it highlights the needs of one particular type of farmer - the man with the relatively small operation.

- In general, this comment tended to be a criticism of the practical value of the program: it was felt to have dealt with farming systems and facilities that were on just too large a scale to have any practical utility to the small farmer, or that were seemingly too expensive for the smaller farmer to have any hope of applying to his own enterprise.

- Two points need to be made here. In the first place, it should be kept in mind, once again, that we are not dealing here with a majority reaction. Far from it. 90 per cent of all farmers who saw the Wednesday and Thursday programs felt no occasion to critise these programs on this particular score. Second, and most important, the farmers who did make this complaint were not in fact all 'small farmers'. We shall be dealing in more detail later with the relationship between viewing and actual size of farm[1]: suffice it to say for the moment that, included among those 10 per cent of farmers who felt there should have been more in these two programs for the "small farmer' - meaning themselves - were several who operated quite moderate-sized farms - farms of up to one section in size. 'Small farmer' is thus, in this context, a relative term - an important point, since it means that the remedy for complaints of this kind (if indeed any remedy were felt necessary) is not necessarily the simple one of attempting to cater more fully for the 20 per cent of Manitoba farmers, operating half-a-section or less, who are the real 'small farmers'.

- Other comments on ways of improving the Wednesday program were of types already discussed.

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[1] See pages 88 to 91.

CHART M23

WAYS IN WHICH THE FARMERS FELT THE WEDNESDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

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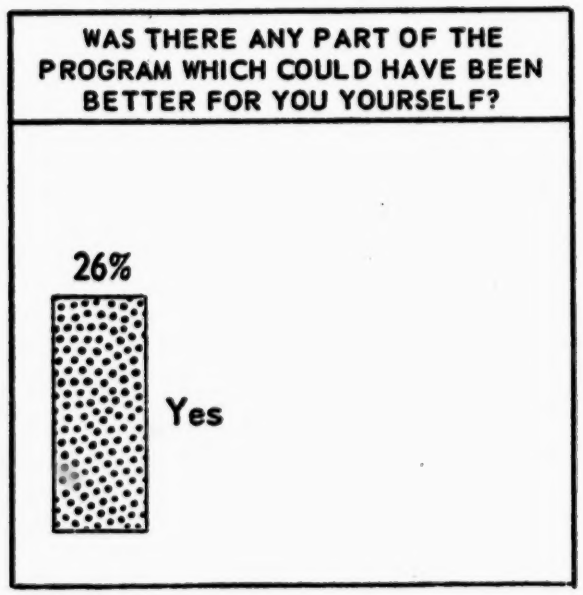

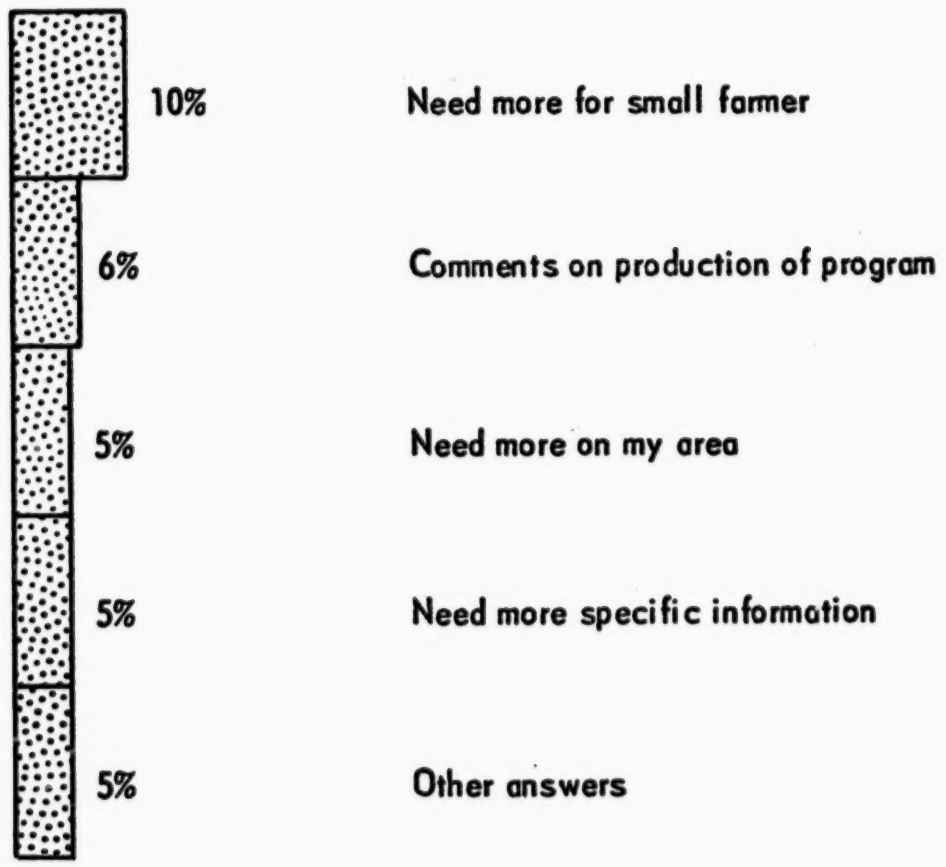

BASE: Number of farmers who viewed (495)

WAYS IN WHICH FARMERS FELT THE THURSDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

- Suggestions as to how the Thursday program could have been better followed almost exactly the same pattern as in the case of the Wednesday program. Precisely the same observations apply.

CHART M24

WAYS IN WHICH THE FARMERS FELT THE THURSDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

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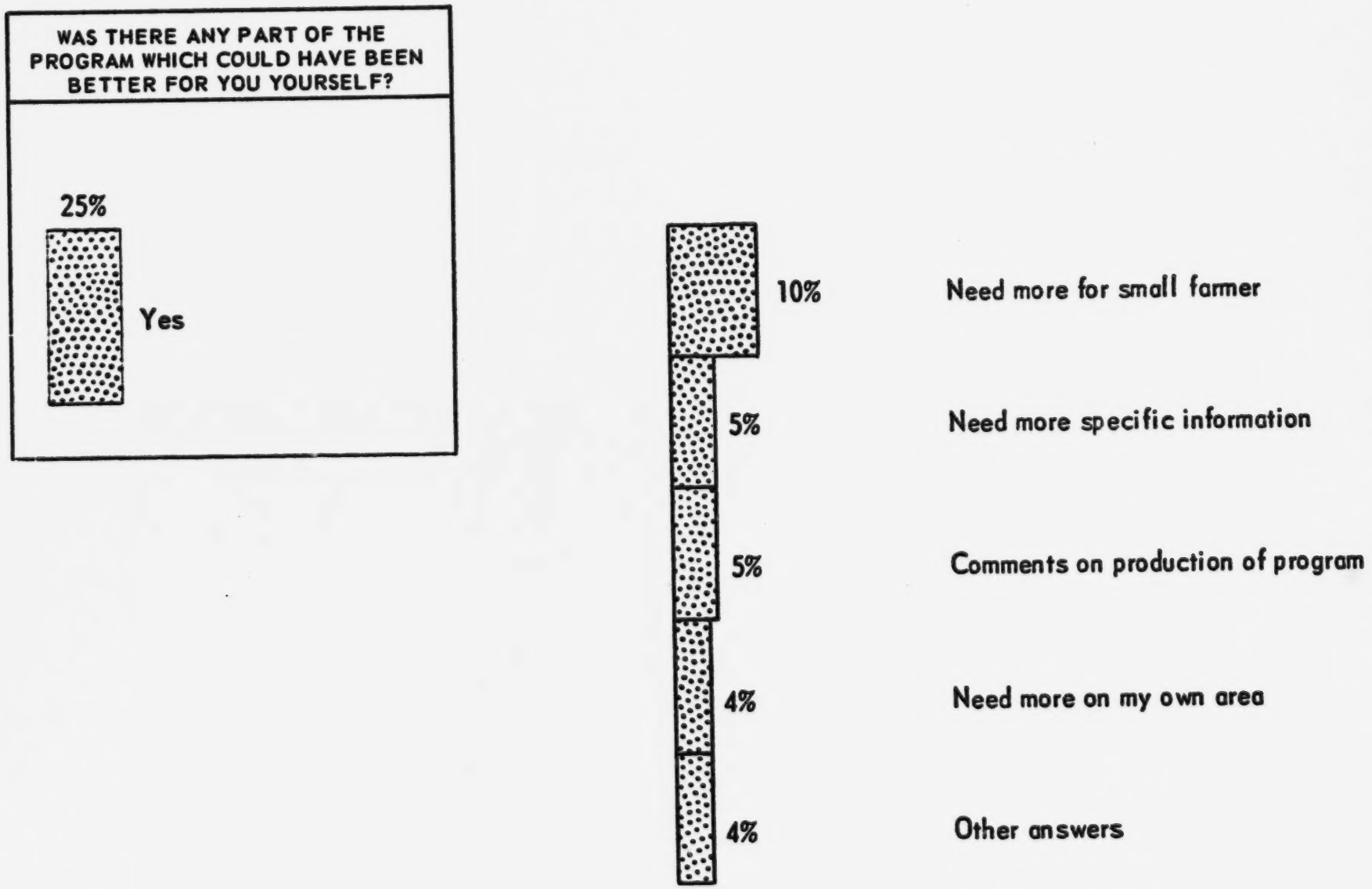

BASE: Number of farmers who viewed (489)

WAYS IN WHICH FARMERS FELT THE FRIDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

- We have already indicated, on page 58, the reasons why this program prompted so relatively few suggestions as to how it might have been improved. To the majority of viewers it simply was not a program that could be improved for them without changing its essential character.

- The 5 per cent who said they disagreed with the ideas presented in the program did not, for the most part, elaborate on precisely which ideas in the program they rejected.

CHART M25

WAYS IN WHICH THE FARMERS FELT THE FRIDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

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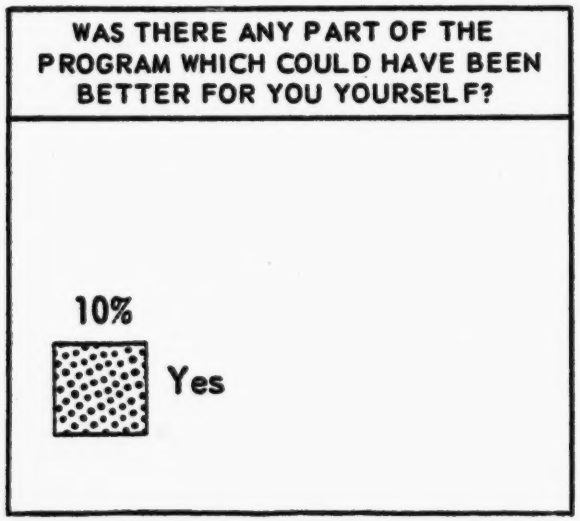

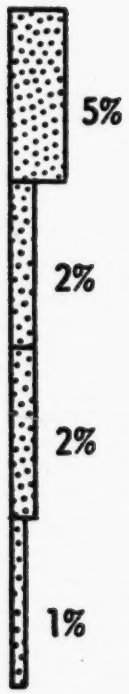

5% Disagree with the ideas presented in the program

2% Need more specific information

2% Comments on production of program

1% Other answers

BASE: Number of farmers who viewed (417)

RELATIVE EMPHASIS ON CERTAIN WAYS IN WHICH IT WAS FELT THE SERIES AS A WHOLE MIGHT HAVE BEEN IMPROVED

Besides asking viewers of each day's program how that particular program might have been improved, we gave those farmers who had watched any part of the series the opportunity to suggest ways in which they felt the series as a whole could have been better than it was. We asked, first, "In general, how do you think these programs might have been made more useful for you yourself?" and, second, "Is there any way in which you would like to see the programs changed in future years?" As expected, these questions drew many suggestions which, while quite reasonable from an audience point of view, were quite impractical to implement in any future course of this kind: 'change the time of the program to mid-evening', 'make each program twice as long', 'have more programs'. Still other suggestions were, as anticipated, too vague or too obvious to be of any importance: 'make the programs better', 'have new subjects', 'more of the same', and so on.

CHART M26 opposite cuts through all this by confining itself to those comments that can be regarded as meaningful, and by presenting them in the form of totals obtained by adding the percentages of farmer viewers who mentioned these points in replying to one or other of the questions cited above. This provides an indication of the relative emphasis which farmers placed on these points within the general context of improving the content of the course.

- As illustrated, the most frequently made suggestion was that the course should have devoted more time to small farms - a complaint we have already encountered. This, it may be added, was not the suggestion most frequently made in either Saskatchewan or in Alberta in answer to these same questions. In Saskatchewan there was a greater concern about local conditions (the number 3 suggestion in Manitoba) and in Alberta farmers were more concerned about devoting more attention to local conditions and livestock than about small farms. None of this argues for re-orienting major portions of any future course in Manitoba towards small farmers at the expense of other sections of the farm community. One has to keep in mind that all these points listed in CHART M26 are being voiced by minorities. At the same time it does indicate that there are feelings among Manitoba farmers (to a greater extent than in the other two Prairie provinces - see CHARTS S26 and A26) that this 1964 course did not provide sufficiently adequate service to the small farmer. This, it will be recalled, is a criticism that was made of the 1962 'This Business of Farming' series in Manitoba, and one which we discussed at some length in our report on that study.

- Other suggestions made by Manitoba viewers for improving the course involved devoting more time to livestock and more time to local conditions. A few references were made to the need to spend more time on soils and fertilisers.

CHART M26

RELATIVE EMPHASIS BY FARMERS ON WAYS OF IMPROVING CONTENT OF SERIES AS A WHOLE

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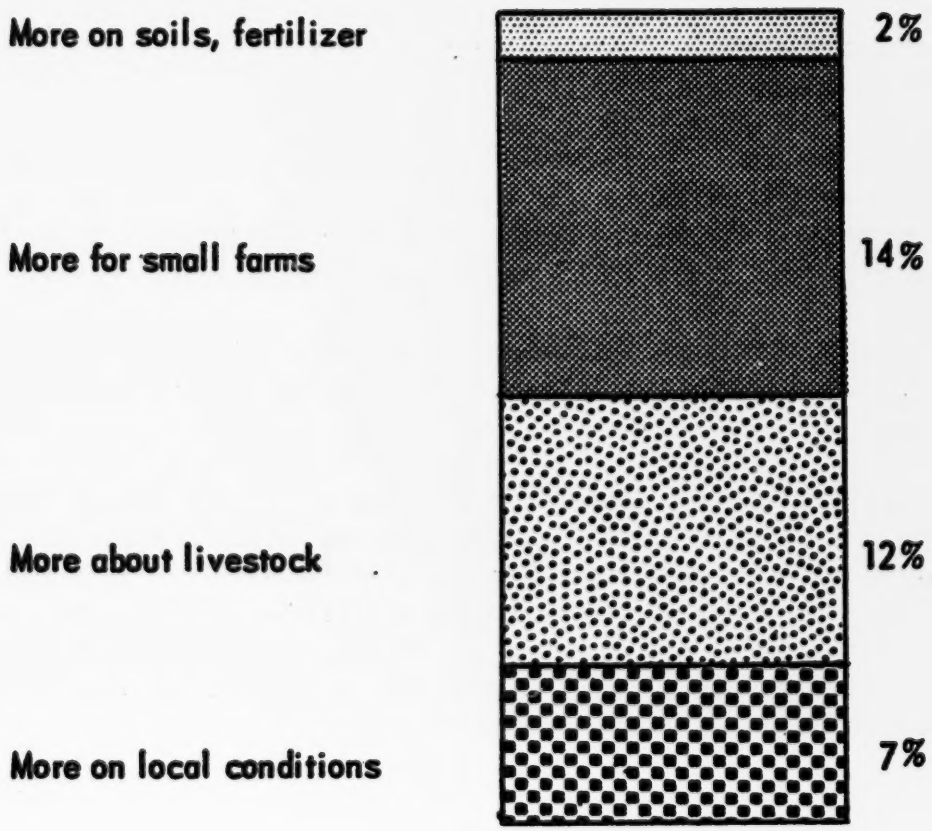

The figures in this graph were derived by summing the percentages of viewers who mentioned these topics in answering both these questions: "In general, how do you think these programs might have been made more useful for you yourself?" and "Is there any way in which you would like to see the programs changed in future years?" In each case the base for percentaging was the number of farmers who watched any part of the series: 751.

SUBJECTS WHICH FARMERS WOULD LIKE TO SEE INCLUDED IN FUTURE TV COURSES OF THIS KIND

The suggestion that the series would have benefited had more time been devoted to livestock - as indicated overleaf - was reflected in the answers given to a further question which asked farmers to say which subjects they would like to see covered in future years:

- Among those subjects that had been covered, to varying degrees, in the 1964 course, livestock (mentioned by 16 per cent of farmers) was the topic most frequently suggested for coverage in future series - a further indication of farmers' considerable interest in getting more information on this subject. Soils and fertilizers (mentioned by 11 per cent) had also been covered in the 1964 series.

- The most frequently mentioned new topics - that is, topics that had not been given major attention in the 1964 course - were hogs (suggested by 8 per cent of farmers), grain (8 per cent), machinery (6 per cent) and dairying (5 per cent).

- Other topics, such as building, weeds and insects, management, poultry, and irrigation were each mentioned by minorities of 2 to 4 per cent of farmers.

- It is perhaps hardly necessary to mention that these percentages provide no indication of the maximum potential audience for programming on these subjects - i.e. the total audience that could probably be interested were these subjects dealt with in future series. What they do provide, however, are indications of the relative importance of these various subjects to Manitoba farmers generally.

CHART M27

SUBJECTS WHICH FARMERS WOULD LIKE INCLUDED IN FUTURE TV COURSES OF THIS KIND

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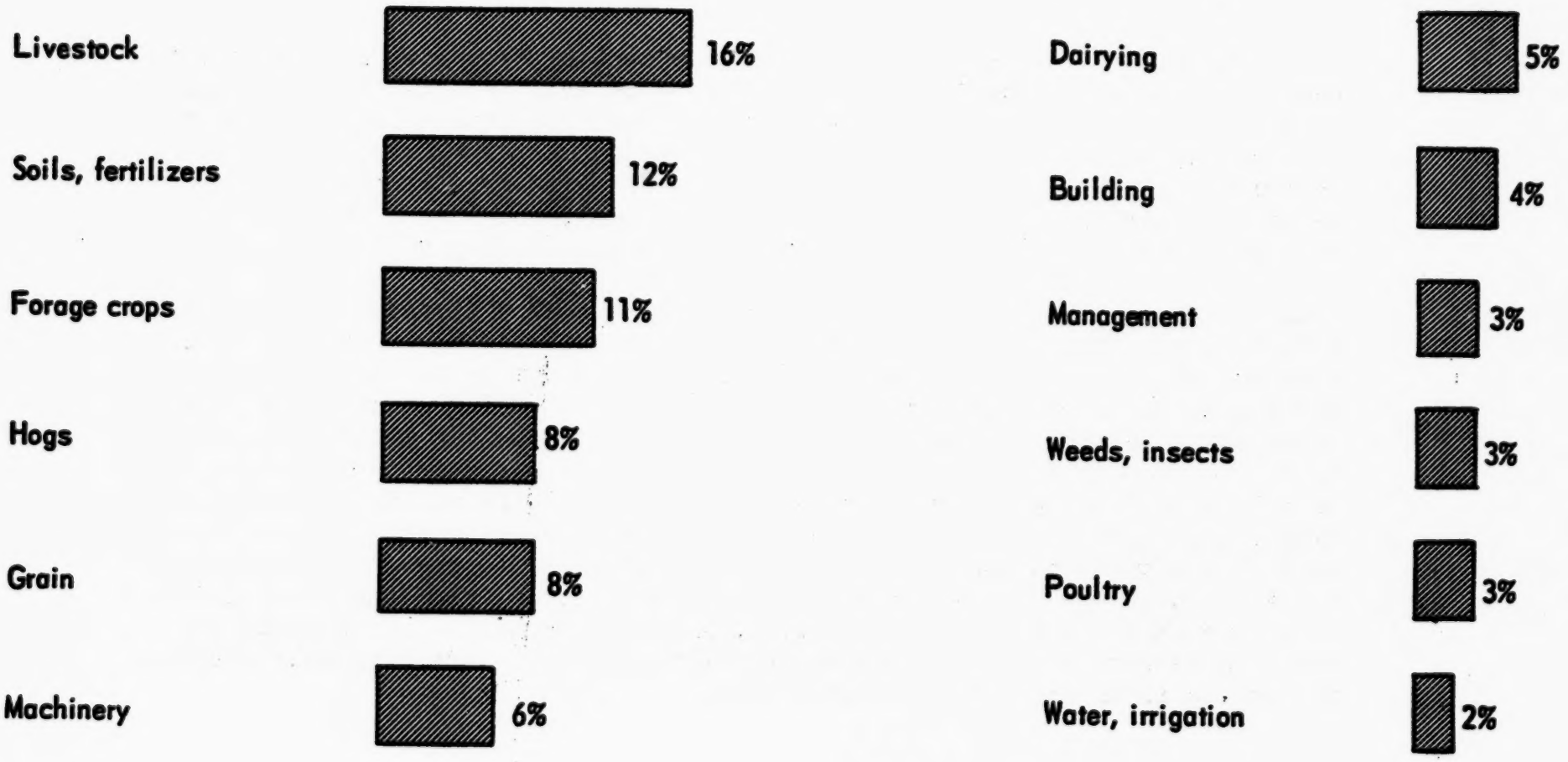


BASE: Farmers in TV households (1495)

GENERAL ATTITUDES TO THE COURSE

Two questions of a more general nature were asked in order to elicit farmers' reactions to a television series of this kind. First, given a choice between watching a course of this kind on TV or attending such a course in person, which would they choose? And second, how interested would they be in watching a further series of this kind on television next year? This is another occasion on which it helps to consider the situation in Manitoba alongside the situation in Saskatchewan and in Alberta. The relevant information is presented on the opposite page and overleaf:

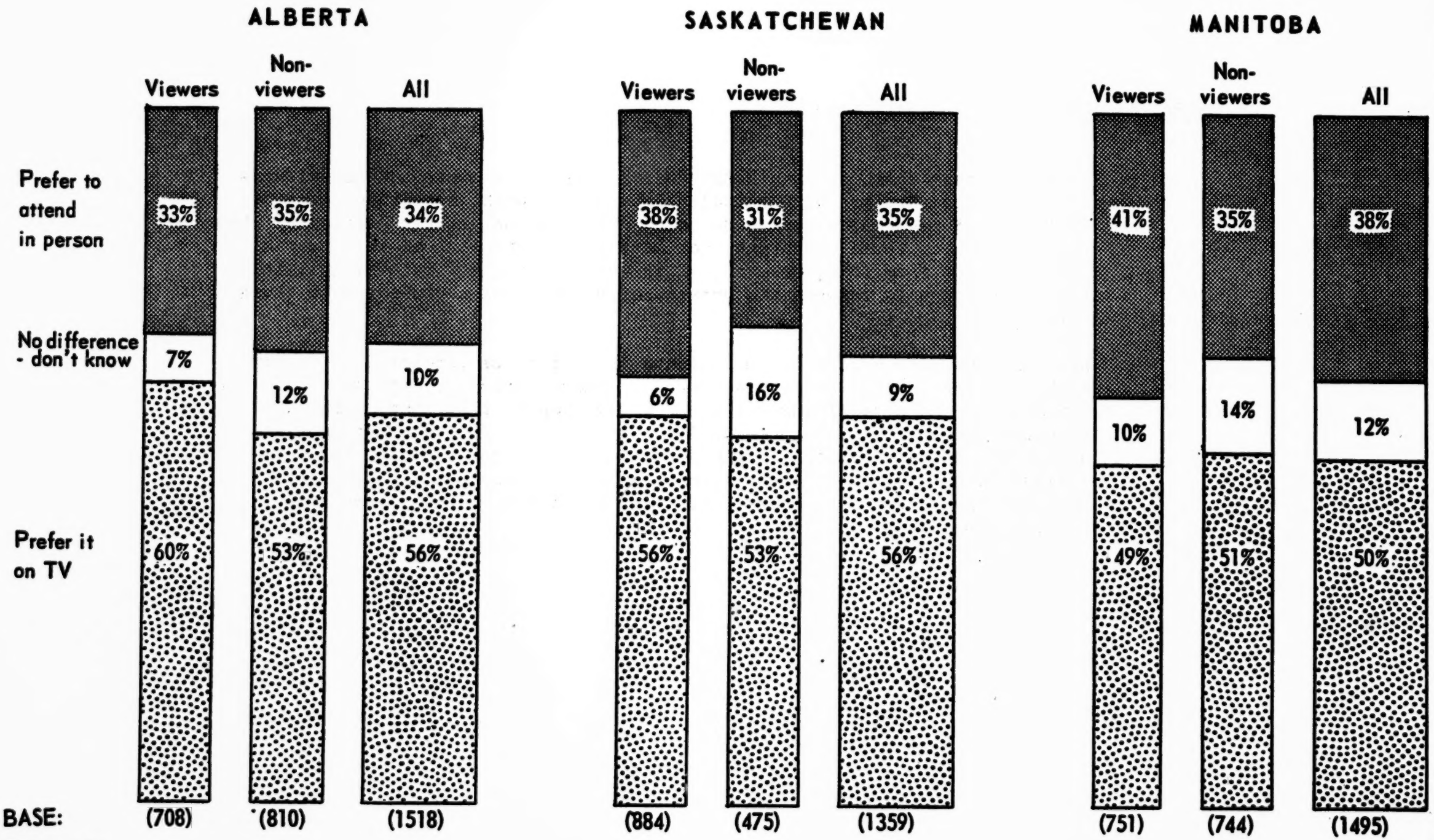
- As shown in CHART M28 opposite, just 50 per cent of Manitoba farmers, given the choice between watching the course on television or attending personally, opted for TV. 38 per cent said they would prefer to attend in person, and the remaining 12 per cent were undecided. Again (CHART M29) 86 per cent stated their intention of watching a course of this kind if presented on television next year, with 12 per cent 'not sure', and only 2 per cent of Manitoba farmers in TV households stating definitely they would not watch.

- Needless to say, none of these answers can be accepted at their face value. Even if their intentions are genuine, many of those who say they will watch a course of this kind next year will certainly be unable to do so. Moreover, the choice we offered in the other question, of attending a course in person or watching 'a similar course' on television is a somewhat artificial choice since the two courses could hardly be 'similar' if one were presented on television and one were not. However, this was not the purpose of these questions. Rather they were asked in order to provide indications of viewers' general attitudes to what they had seen and expected to see again, plus non-viewers' attitudes to what they felt they had missed. Here the clear indications are that, to a very large extent, Manitoba farmers - and to much the same degree farmers in Saskatchewan and Alberta also - are favorably disposed to instructional television of this kind.

CHART M28

78

PREFERENCE FOR ATTENDING A COURSE OF THIS KIND IN PERSON OR FOR WATCHING IT ON TV.



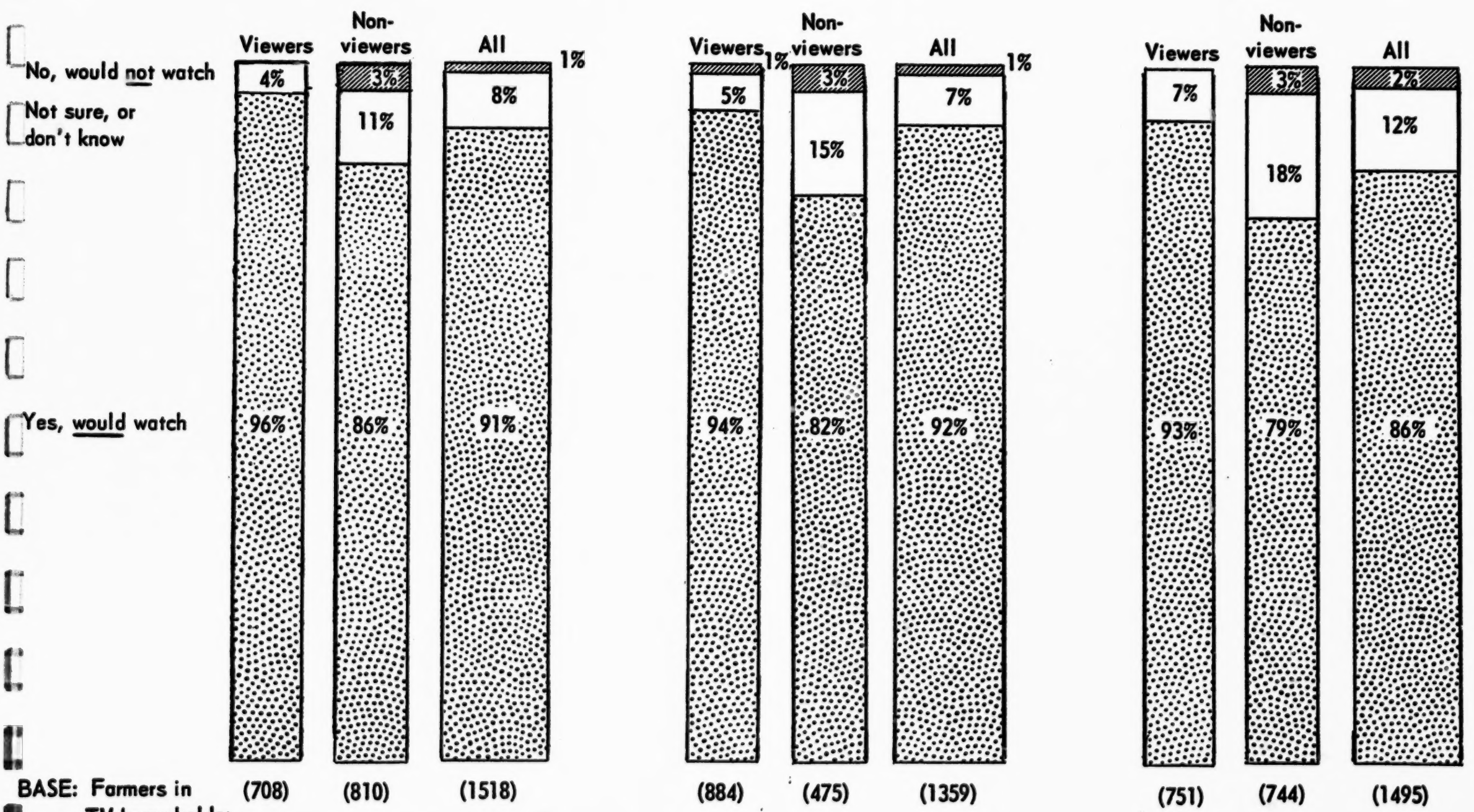
GENERAL ATTITUDES TO THE COURSE (continued)

- The comparisons shown in CHARTS M28 and M29 between viewers and non-viewers of this 1964 series are of particular interest. The higher proportions of 'don't knows' among non-viewers no doubt reflects the greater difficulty they had in answering these questions, not having seen any part of this year's course. Aside from this, however, it is worth noting how relatively little difference there is between the answers of viewers and non-viewers to these questions.

- What this would seem clearly to indicate is that those farmers who did not watch this 1964 series of programs are not characterised by any special antipathy to the idea of instructional television of this kind. This confirms the finding we discussed earlier in the report that lack of interest in the course was a relatively minor determinant of non-viewing, the more decisive factors being that the farmer was either too busy to watch, not aware beforehand that the course was being televised, or away from home at the time (see CHART M6).

CHART M29

INTENTION TO WATCH IF A SIMILAR COURSE WERE PRESENTED ON TV NEXT YEAR



SECTION III

VARIATIONS IN AUDIENCE BEHAVIOUR ACCORDING TO:

TYPE OF FARM
SIZE OF FARM
AGE OF FARMER

It was one of the main aims of this course not merely to capture the attention and interest of a large number of farmers throughout the Prairie region, but also to make its appeal sufficiently widespread to interest the many different categories of farmer in the total farm population of each province. In this section we re-examine some of the main findings already reported to see the extent to which they apply to farmers who derive their incomes from different types of farm enterprise, to farmers operating different sizes of farms, and to farmers of different ages.

AUDIENCES FROM DIFFERENT TYPES OF FARM

Did the audience for the series as a whole tend to come more from one 'type' of farm than from another? The figures opposite show the proportion of farmers who watched any part of the series according to the farmer's main source of income. Several farmers who indicated that they had more than one main source of income are included in more than one of the groups shown:

- What is clear at once is that the series drew a substantial audience from all major types of farms - farms specialising in beef feeding, beef breeding, dairying, wheat, mixed grain and hogs. In none of these groups did less than 50 per cent of farmers watch some part of the series. The main inference to be drawn from this is that, whatever they may ultimately have thought of the series, a wide cross-section of farmers apparently found the advance information sufficiently interesting to induce them to tune in to at least some part of the course.

- Within the narrow range of variation between different groups, viewing was most widespread, interestingly enough, among those farmers who named hog farming as their chief source, or as one of their chief sources of farm income. 61 per cent of hog farmers watched some part of the course. Viewing was least widespread, on the other hand, among the miscellaneous 'all others' group, a group which included, mainly, farmers specialising in market gardening.

CHART M30

EXTENT TO WHICH FARMERS OPERATING DIFFERENT TYPES OF FARM WATCHED SOME PART OF THE SERIES

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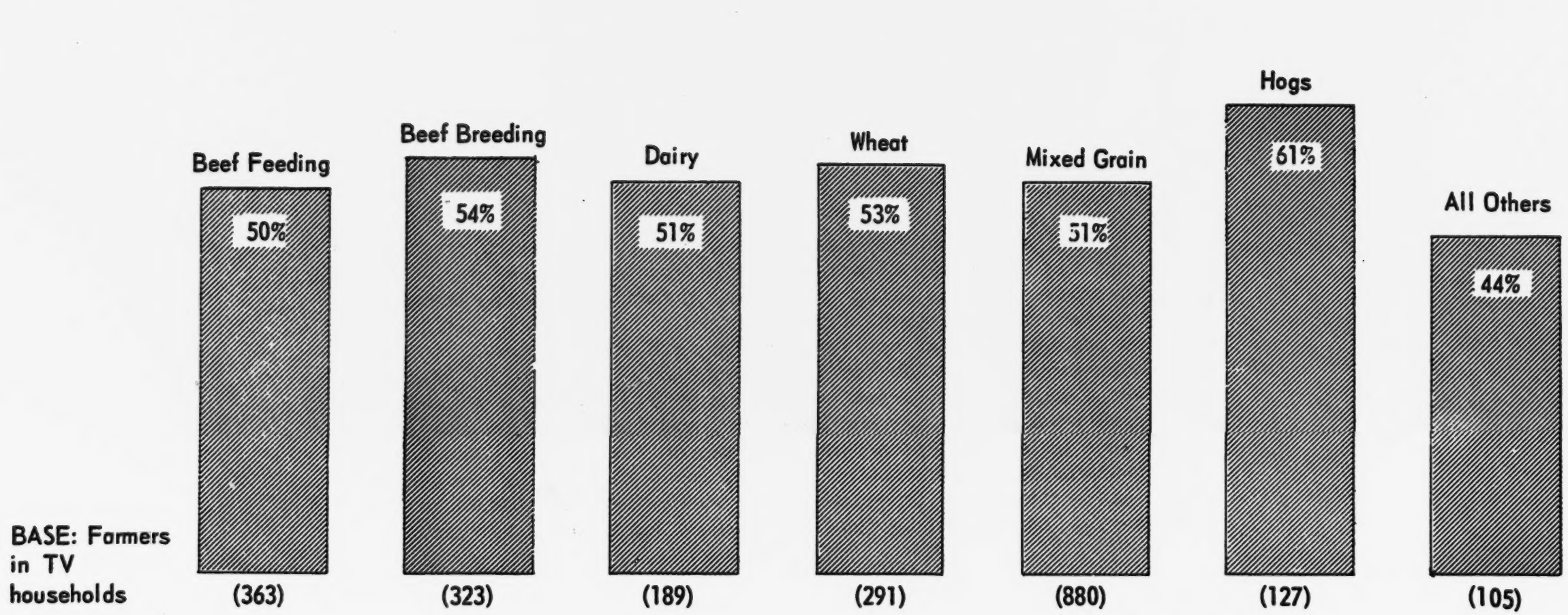

AUDIENCE FOR EACH DAY'S PROGRAM - BY TYPE OF FARM

It was to be expected that certain programs, depending on the specialty of their content, would draw audience more heavily from some types of farm than others. The chart opposite illustrates the situation:

- We noted earlier in the report that the Wednesday and Thursday programs on beef cattle drew somewhat bigger audiences than the programs on the other three days. Not surprisingly, this was particularly true within the beef feeding and beef breeding groups of farmers - and among the smaller group of hog farmers. It was on these two days, among these types of farmers, that day audiences were at their peak.

- However, what is perhaps of greater significance is that there appeared to be no special tendency for any of these main farm groups to boycott any one of the five programs. To a large extent this could be of course because few farmers are exclusively devoted to one enterprise and most of them expected to find at least something of interest to them in each program. Whether they did or not is indicated in the chart that follows overleaf - M32.

- Finally, from these figures opposite, it is tempting to infer that the generally bigger audiences for the Wednesday and Thursday programs among almost all types of farmers, may be related in some way to farm living habits and that perhaps there is something about activity on the farm in mid-week that permits more people to watch morning television. However, reference to our 1962 data tends not to confirm this. Audiences were at their peak then on Mondays and Tuesdays, and since in the 1962 series these were the days of the programs on beef cattle, the more reasonable explanation would seem to be that it is the beef cattle programs, irrespective of where they are placed in the series, that tend to draw the biggest Manitoba audiences.

EXTENT TO WHICH FARMERS OPERATING DIFFERENT TYPES OF F

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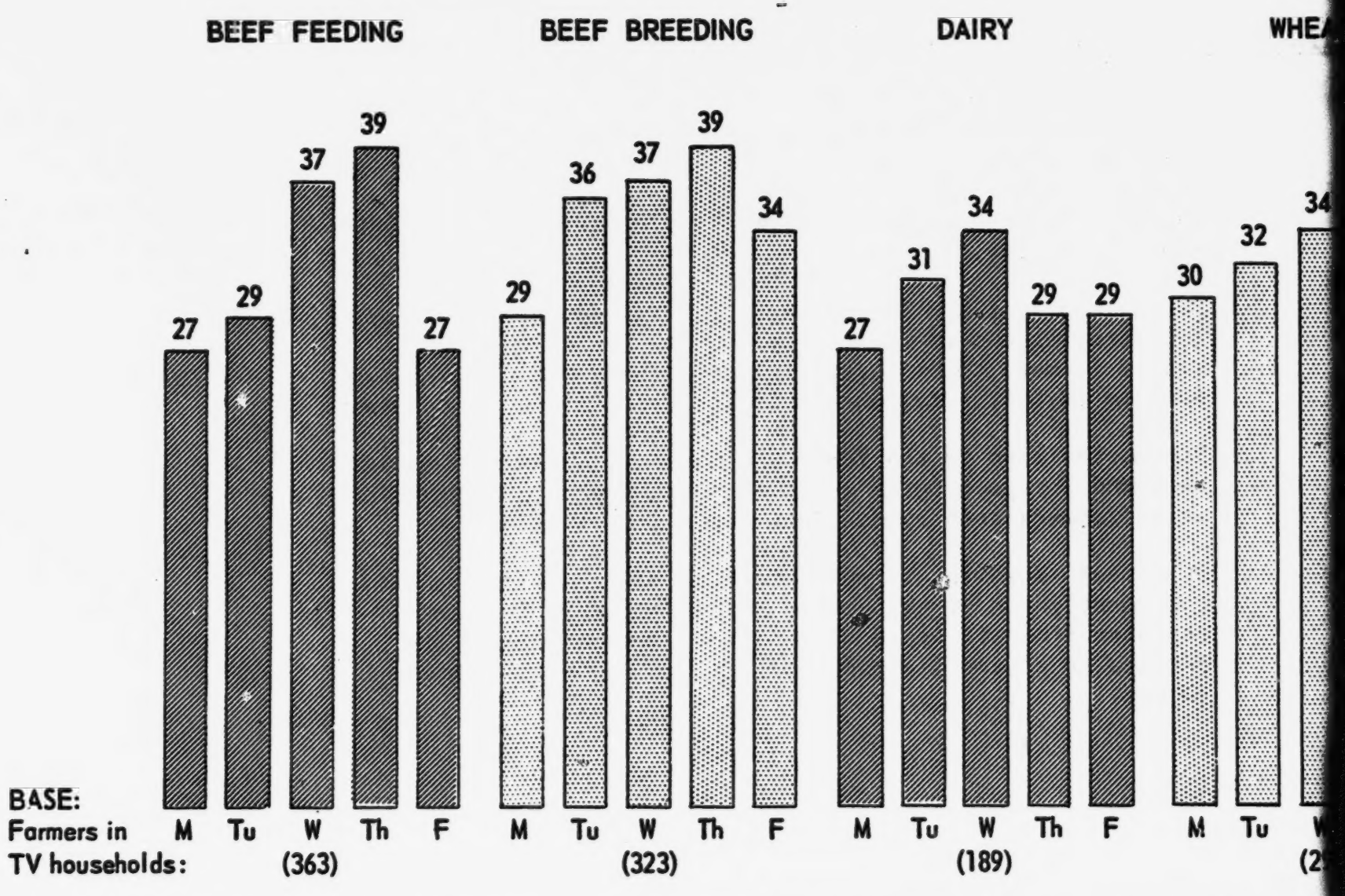

MONDAY: Land use and summerfallow. TUESDAY: Pasture management and forage. WEDNESDAY: Handl

FRIDAY: Careers in farming.

CHART M31

OPERATING DIFFERENT TYPES OF FARM WATCHED EACH DAY'S PROGRAM

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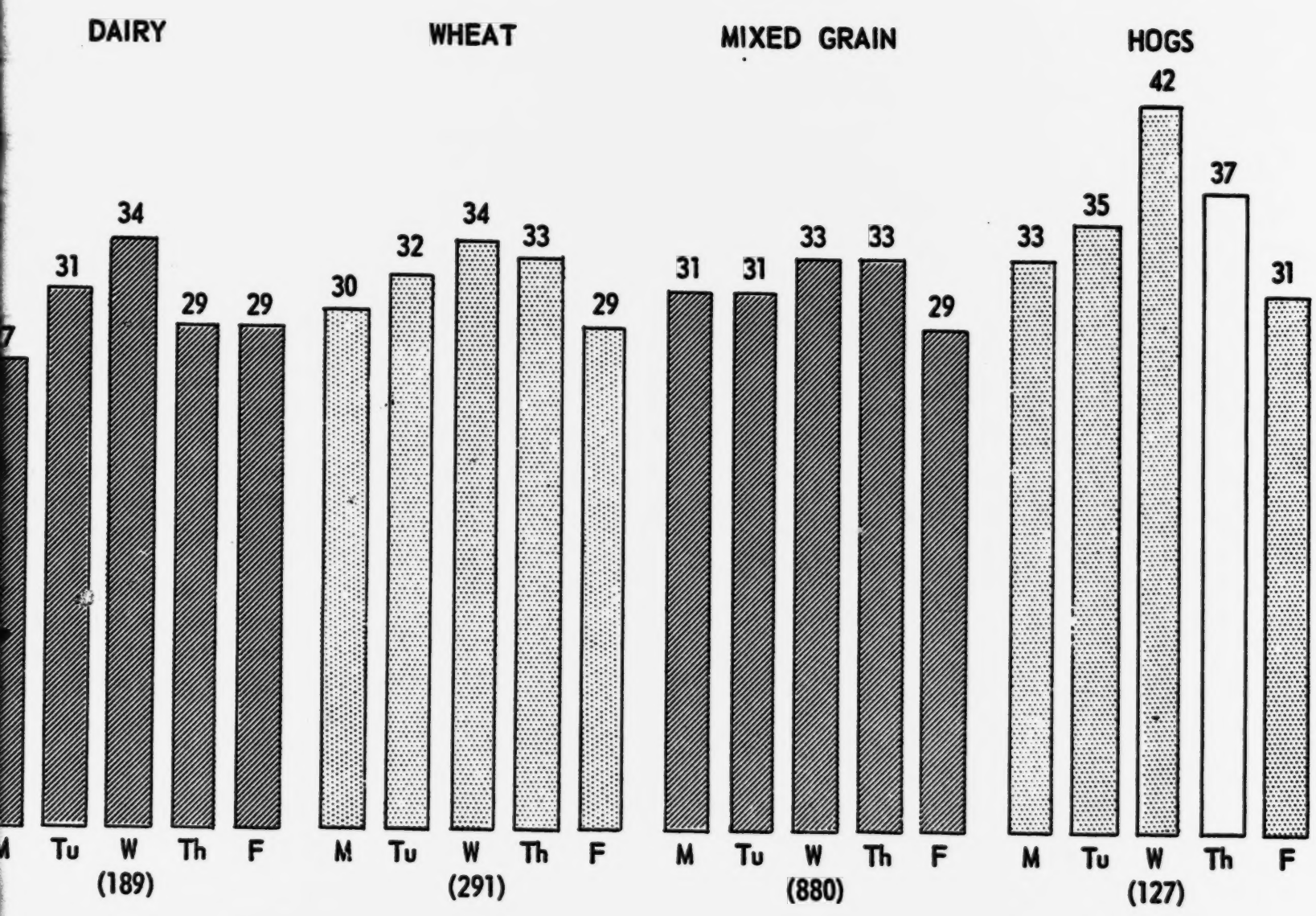

agement and forage. WEDNESDAY: Handling and improvement of beef cattle. THURSDAY: Beef cattle feeding.
FRIDAY: Careers in farming.

INTEREST IN EACH DAY'S PROGRAM - BY TYPE OF FARM

- The view that the Friday program on farm careers was less interesting than any of the other four programs was a view shared by all types of farmers - those engaged in beef feeding, beef breeding, dairying, and in wheat, mixed grain and hog farming.

- Of the two beef cattle programs, the Wednesday program on the handling and improvement of cattle was felt by beef cattle farmers to be much more interesting than the Thursday program on cattle feeding. This was true also of hog farmers.

- Noteworthy also is the fact that the Tuesday pasture management and forage program got a somewhat poorer reception from wheat farmers than it did from other farm groups.

- Otherwise, however, it can fairly be said that the various component parts of the course had a generally favorable response from all types of farmers, irrespective of the particular enterprise constituting their main source of income.

DEGREE OF INTEREST IN EACH DAY'S
AMONG FARMERS OPERATING DIFFERENT T

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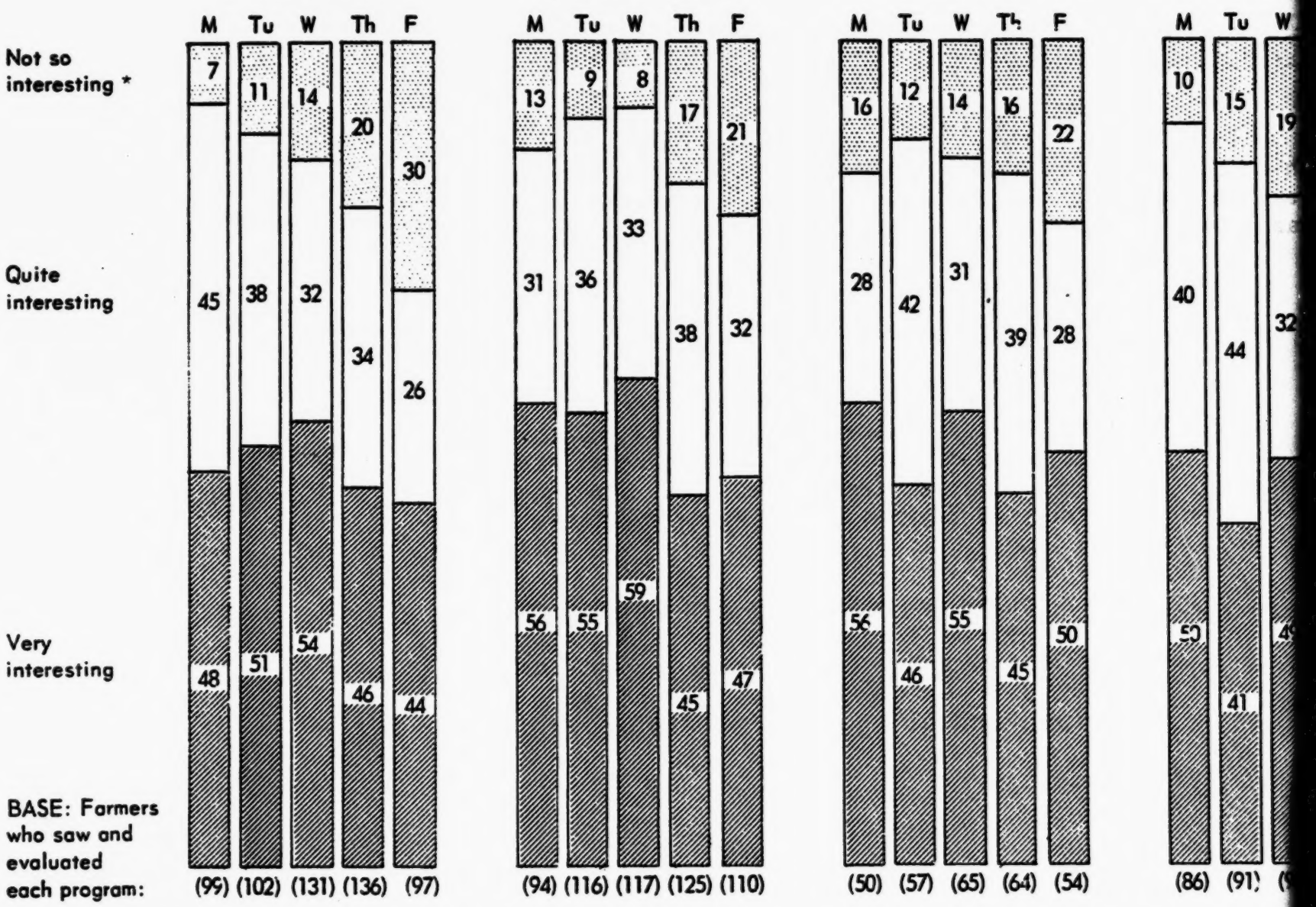

MONDAY: Land use and summerfallow. TUESDAY: Pasture management and forage. WEDNESDAY: Handl

FRIDAY: Careers in farming.

* "Not so interesting" includes all those who said 'all right, not bad', 'not very interesting', and 'not interes

EGREE OF INTEREST IN EACH DAY'S PROGRAM
FARMERS OPERATING DIFFERENT TYPES OF FARM

CHART M32

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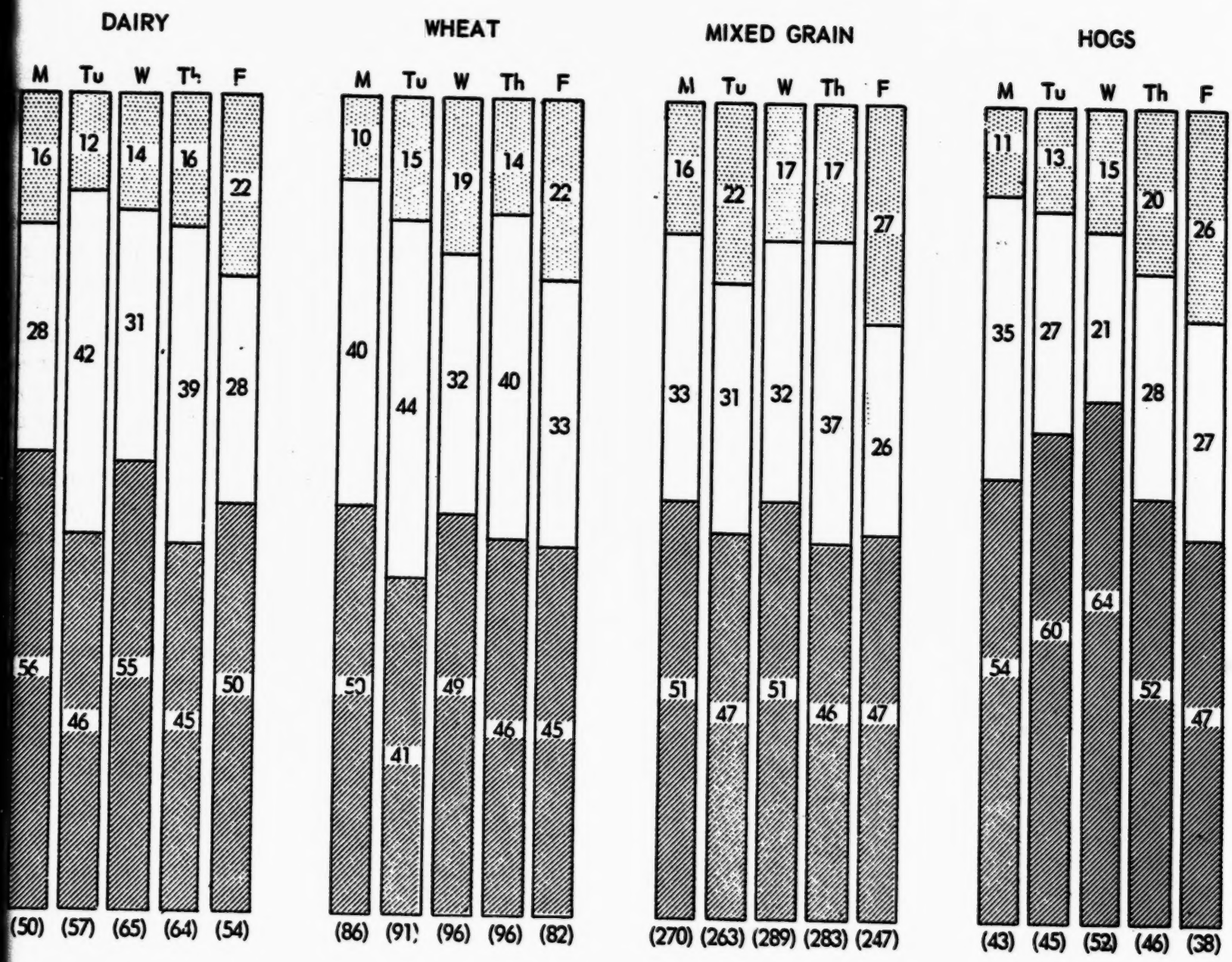

agement and forage. WEDNESDAY: Handling and improvement of beef cattle. THURSDAY: Beef cattle feeding.

FRIDAY: Careers in farming.

bad', 'not very interesting', and 'not interesting at all'.

EXTENT TO WHICH FARMERS OPERATING DIFFERENT TYPES OF FARM FOUND SOMETHING PARTICULARLY USEFUL IN THE COURSE

In this chart the percentage figures indicate the extent to which farmers in each of the different farm groups felt they had learned something from the course - from any part of it - that was likely to prove of particular use to them in their work:

- Those farmers specialising in beef feeding and in hogs felt, to a greater extent than did farmers from other types of farms, that the course had been of practical value to them. This feeling was not quite so widespread among beef breeding and mixed grain farmers and, of the six types of farmer represented here, the dairy and wheat farmers seemed least convinced that they had learned something of practical use to them.

- However, these are relatively minor differences. The more general fact remains that a majority 55 per cent or more of viewers in each of these 'type of farm' categories felt they had got something practically useful from the course.

CHART M33

EXTENT TO WHICH FARMERS OPERATING DIFFERENT TYPES OF FARM FOUND SOMETHING PARTICULARLY USEFUL IN THE SERIES

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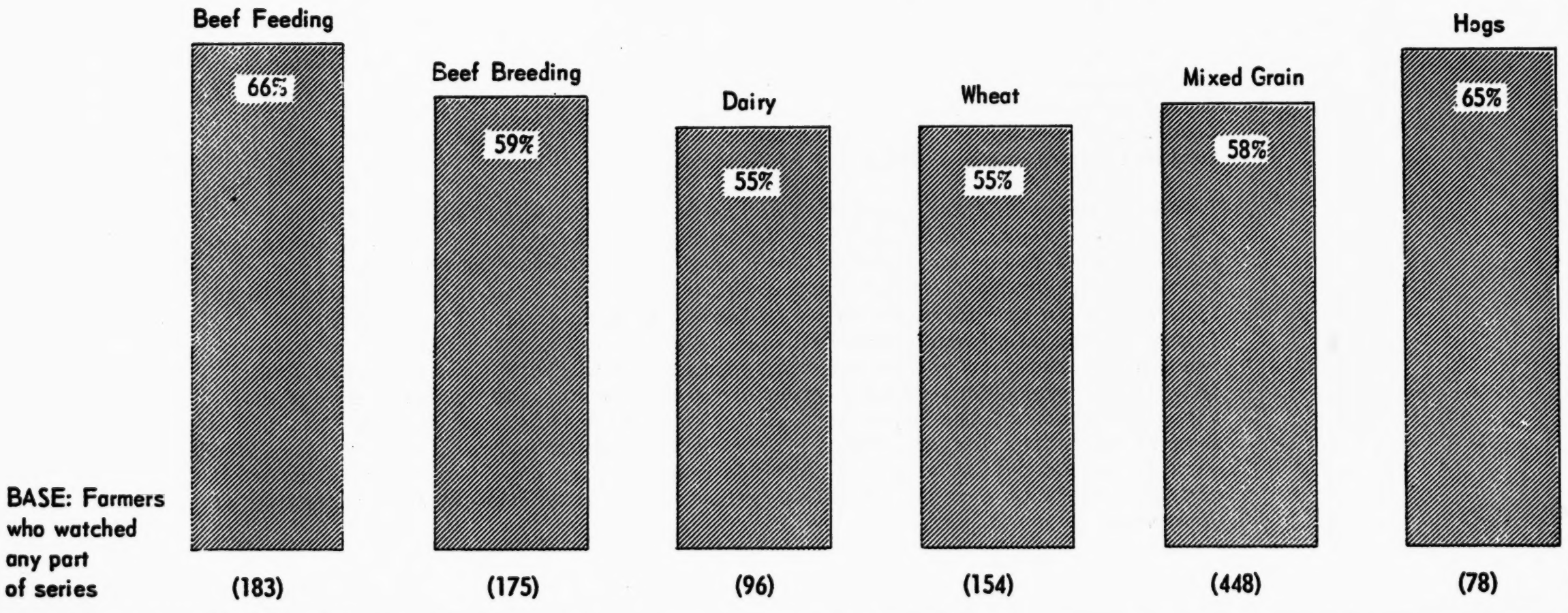


AUDIENCES FROM DIFFERENT SIZES OF FARM

- Here we encounter the same relationship that we reported in our 1962 Manitoba study: the larger the farm, the greater the likelihood of the farmer watching some part of the course. Among the hundred or so farmers in our sample who operated farms of less than a quarter section in size, fewer than 40 per cent watched any part of the course. At the other end of the scale, among those farmers operating farms of a section or more in size, over 60 per cent watched some part of the series. Within these extremes, as the size of the farm increased so did the tendency for the farmer to view.

- The particular problem that this raises is the one we discussed at some length in our 1962 report - namely, that the small farmer who, in many ways, has perhaps a greater need to benefit from a course of this kind than many of his colleagues on larger farms, is precisely the man who is apparently least likely to avail himself of this opportunity by tuning in.

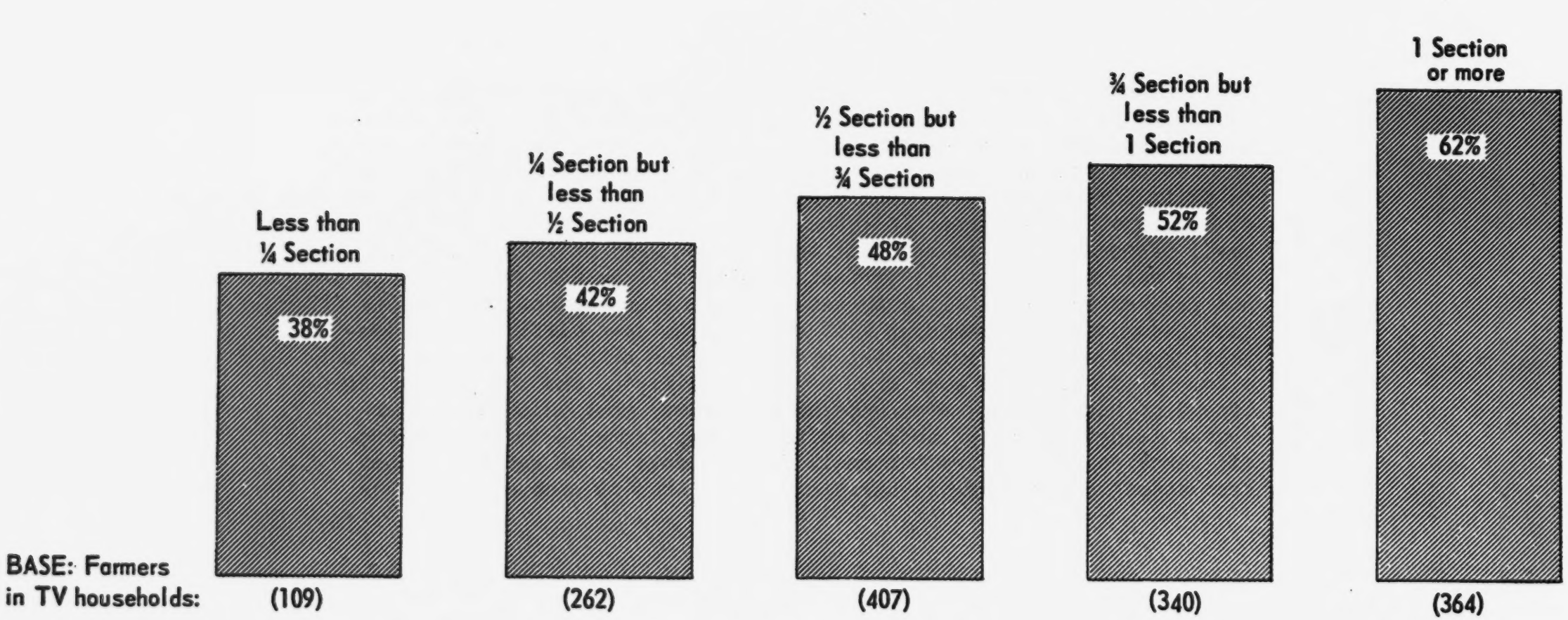
- Just why this is so is no clearer to us now than it was then, though some of the plausible reasons seem evident enough - the greater likelihood of the small farmer being too busy to watch, the tendency for some small farmers to be part-time smallholders, or the greater inaccessibility of the small farmer to publicity announcing a course of this kind.

- Further compounding this problem are two other facts which emerged from our 1962 study. First, in those areas of Manitoba covered by television, ownership of TV sets is lower among small farms than large farms. So that here is a double deterrent to the small farmer exposing himself to a television course of this kind - in the first place he is less likely to have a TV set than the farmer on the big farm; moreover, when he does have a set he is, as we have seen, less likely to use it for this purpose. And second: quite apart from television, small farmers as a group tend to be much less accessible to the normal contacts of the Department of Agriculture's Extension Service than do farmers operating larger farms. All of which suggests that effective extension service communication with the small farmer, whether involving television or not, is likely to demand special efforts and probably considerable ingenuity of approach.

CHART M34

EXTENT TO WHICH FARMERS OPERATING FARMS OF DIFFERENT SIZES WATCHED SOME PART OF THE SERIES

MANITOBA



EXTENT TO WHICH FARMERS OPERATING DIFFERENT SIZES OF FARM FOUND SOMETHING PARTICULARLY USEFUL IN THE COURSE

We mentioned earlier the complaint that was made of certain programs in the series that they did not devote sufficient attention to the needs of the small farmer (see page 70). We noted that this feeling was very definitely a minority reaction, and that not all who made this complaint of the programs in question were themselves 'small' farmers.

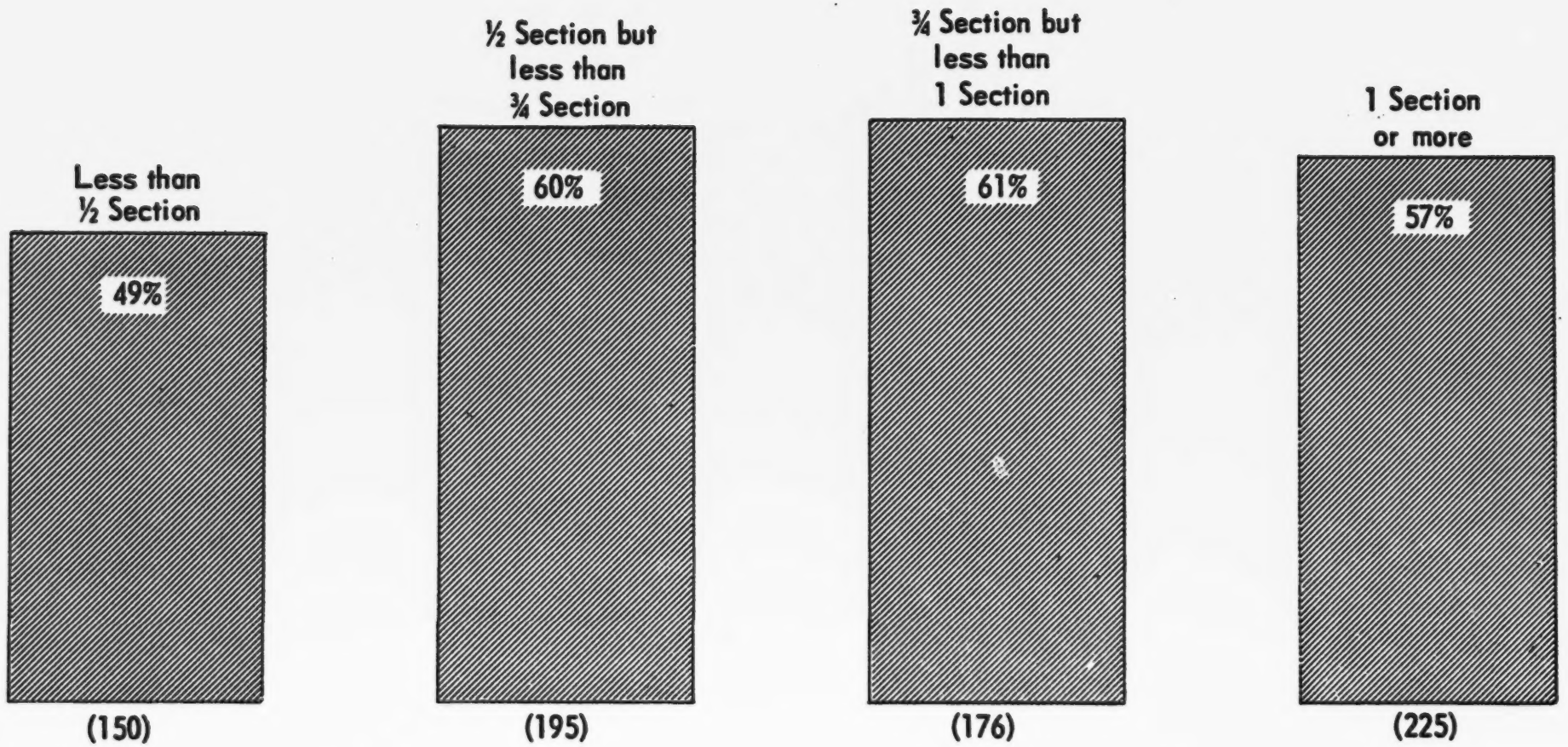
- It is clear nonetheless from the figures shown opposite that farmers operating small farms of less than a half section in size were in fact somewhat less impressed by the practical value of the course than were farmers on larger farms. One can only make the obvious interpretation of this - namely, that the course as a whole was, perhaps necessarily, designed more to assist the bigger farmer than the less-than-half-a-section man, or that perhaps the instructional material in the course intended to serve the small farmer's needs did not seem to him quite as relevant as it may have seemed to those who planned the course.

- Here again it is necessary to retain a sense of proportion and to realise that these small farmers operating farms of half a section or less constituted no more than a fifth of all farmers who watched any part of the course, so that to orient a short course of this kind more in their direction could conceivably detract from the benefits of the course to other farmers. It rather depends on just how important the small farmer is felt to be. All that can be said at this point, and it can be said unequivocally, is that considered from almost every angle - his greater inaccessibility to extension service contact, the lesser likelihood of his possessing a TV set, the greater difficulty of contacting him with publicity, the greater chance of his not tuning in to a course of this kind even when he has television, and the greater likelihood of his feeling, even when he does view, that this particular course is not as useful to him as to the big farmer - considered from all these points of view the small farmer seems to be getting rather less attention from agricultural extension than he probably deserves.

CHART M35

EXTENT TO WHICH FARMERS OPERATING DIFFERENT SIZES OF FARM FOUND SOMETHING PARTICULARLY USEFUL IN THE SERIES

MANITOBA



BASE: Farmers who watched any part of the series

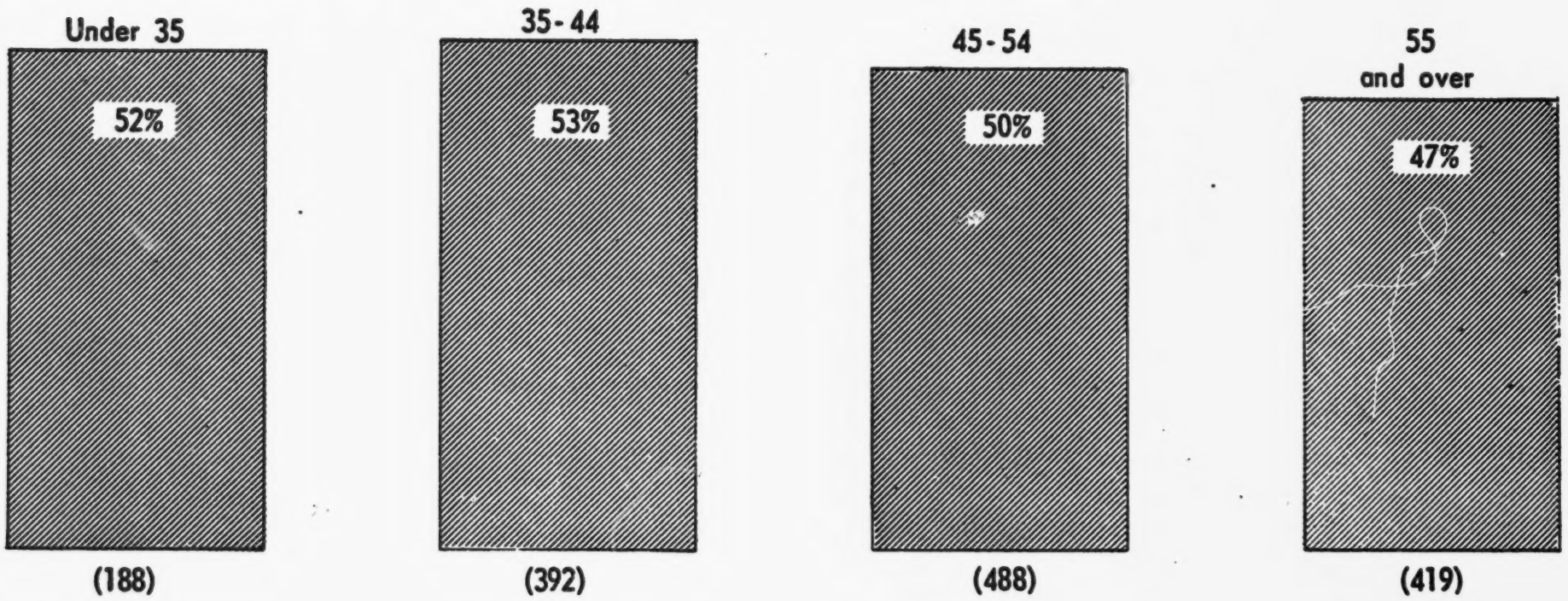
AUDIENCES AND THE AGE OF THE FARMER

- There is no evidence that the age of the farmer has any general or substantial influence on his tendency to watch or not to watch a course of this kind. As the figures opposite show, however, there is some slight indication that farmers over the age of 45 were rather less inclined to view than those under 45 and this trend became increasingly pronounced among the older farmers of 55 and over. The next chart allows us to examine this in more detail.

CHART M36

EXTENT OF VIEWING SOME PART OF THE SERIES BY AGE OF FARMER

MANITOBA



THE AGE OF THE FARMER AND HIS VIEWING OF EACH DAY'S PROGRAM

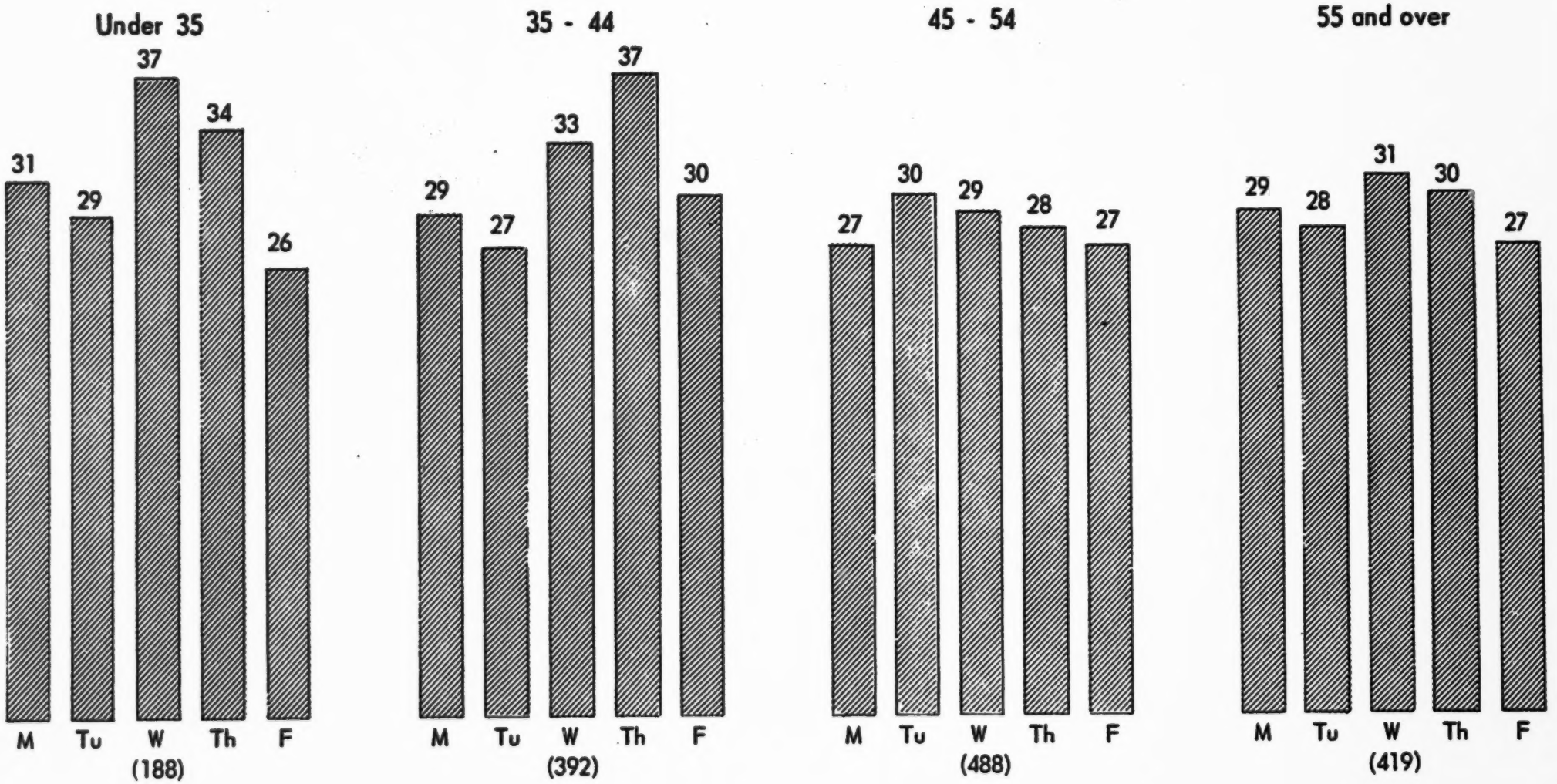
- Here it becomes quite clear that the slight downward trend in viewing with increasing age, noted on the previous page, does not apply to all programs but to the Wednesday and Thursday programs only. On these two days there was a quite distinct and substantial tendency for viewing to be more widespread among younger farmers than among those over the age of 45. On other days the age of the farmer seemed unrelated to the tendency to watch or not watch.

- Since the Wednesday and Thursday programs were the two beef cattle programs it would seem reasonable to infer from these results a greater interest in the subject of beef cattle among younger farmers than among older farmers.

CHART M37

EXTENT OF VIEWING OF EACH DAY'S PROGRAM BY FARMERS OF DIFFERENT AGES

MANITOBA



EXTENT TO WHICH FARMERS OF DIFFERENT AGES FOUND SOMETHING PARTICULARLY USEFUL IN THE COURSE

Returning again to the question of the practical usefulness of the course, this time as related to the age of the farmer, we find quite sharp differences:

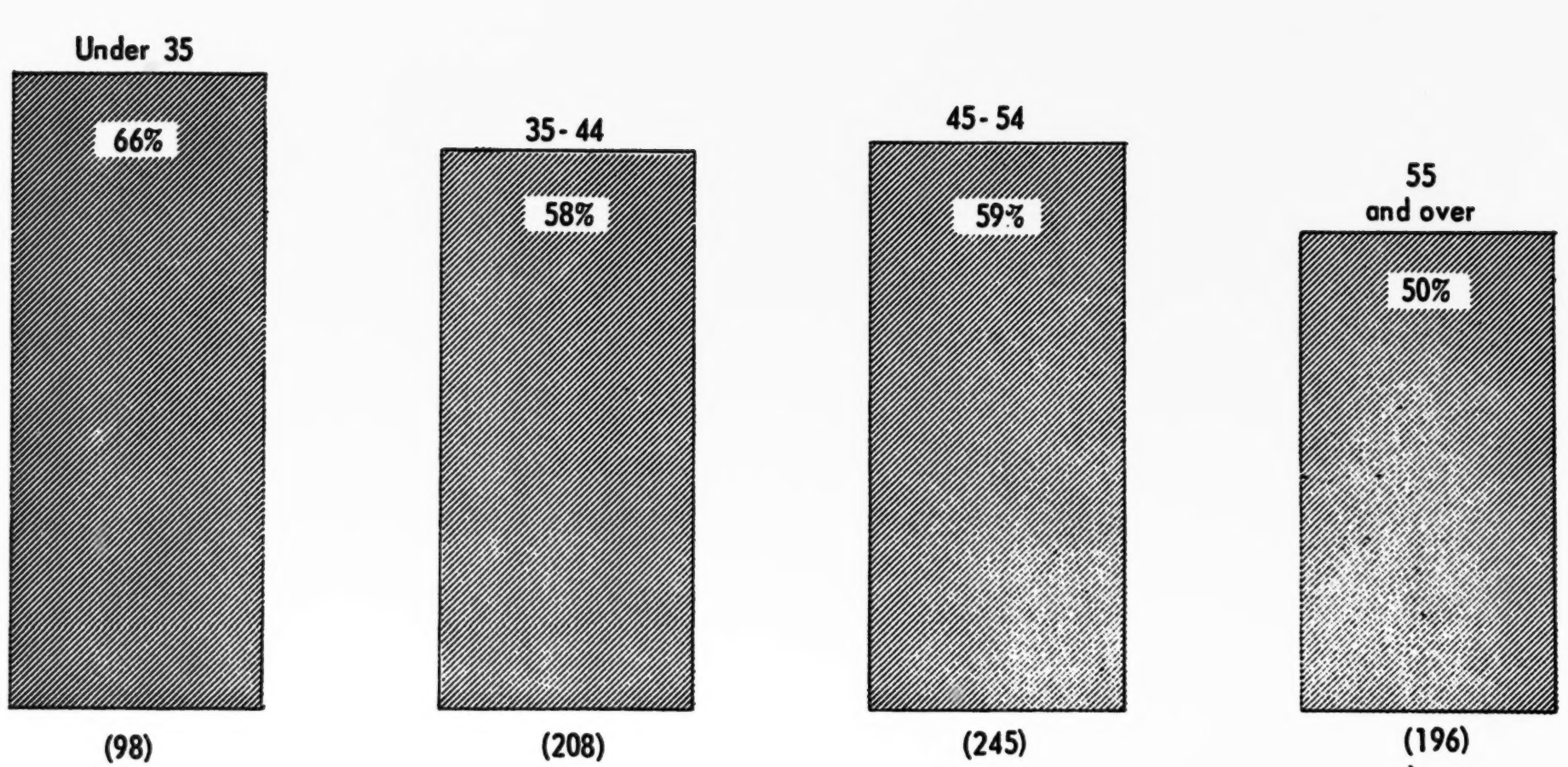
- The under-35s seemed the most conscious of the usefulness to them of the series, two-thirds (66 per cent) of those who watched any of the programs reporting that they found something in them of practical value to them in their work. Among older farmers, those in the 35-54 age bracket, this feeling that what they had got out of the course was likely to be of practical use to them was not quite so widespread, just under 60 per cent holding this view. And among the oldest farmers, those over 55, there was even less general agreement as to the usefulness of the course, just exactly half of them (50 per cent) reporting this as their opinion.

- From all the information available to us from this study the most reasonable explanation of these results would seem to be, not that the series devoted more attention to the interests of the younger than of the older farmer, but simply that older farmers, tending to be rather less actively engaged in the day-to-day work of the farm than younger men, not surprisingly found less in the course of real practical use to them in the operation of a farm. This would seem almost inevitable in any instructional series of this kind and can hardly be regarded as a weakness in the content of the course itself.

CHART M38

EXTENT TO WHICH FARMERS OF DIFFERENT AGES FOUND SOMETHING PARTICULARLY USEFUL IN THE SERIES

MANITOBA



BASE: Farmers who watched any part of the series

SECTION IV

THE EXTENT OF THE AUDIENCE'S PREVIOUS CONTACT WITH THE MANITOBA DEPARTMENT OF AGRICULTURE'S EXTENSION SERVICE

In this section of the report we consider the extent to which this series of instructional broadcasts was watched by those farmers who had had some degree of previous contact with the Extension Service of the Manitoba Department of Agriculture, and the extent to which it had penetrated to those members of the farm population who had had no such contact.

EXTENT OF FARMERS' PREVIOUS CONTACT WITH THE EXTENSION SERVICE

Before considering the relationship of viewing or non-viewing of this course to other forms of contact with the Extension Service, let us first examine how much contact there has in fact been. Two types of measurement are provided here. The first, illustrated in CHART M39 opposite, was the extent to which farmers had had contact of any kind with the Extension Service Agricultural Representative or Home Economist over the past year. The second measure, illustrated in CHART M40 overleaf, was the extent of previous attendance at an Extension Service short course.

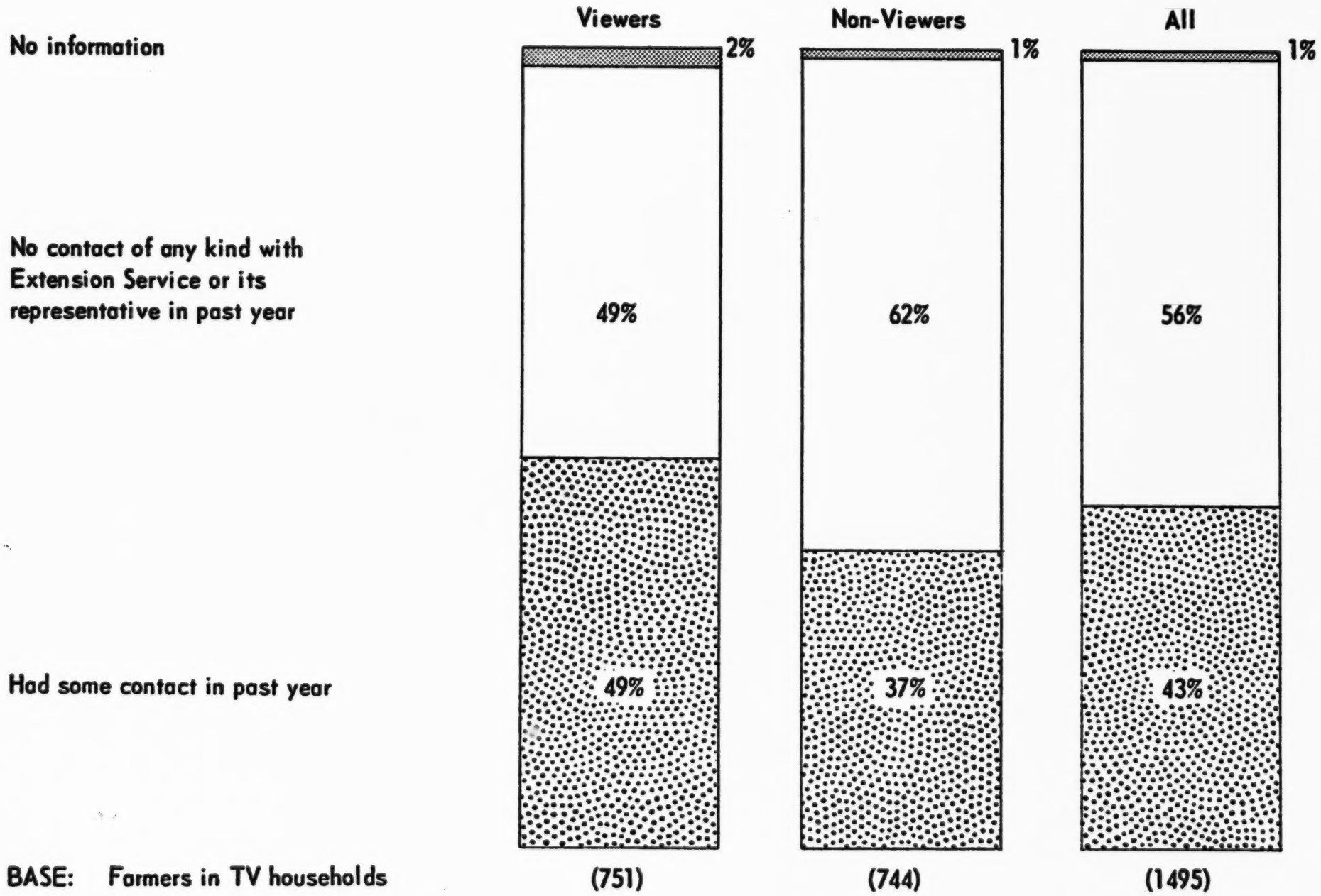
- As indicated, 43 per cent of all Manitoba farmers in possession of a TV set, had had some contact with a representative of the Department of Agriculture Extension Service in the past year. Virtually all of the remainder reported that they had not.

- Of interest here is the similarity of the situation in Saskatchewan and Alberta (see CHARTS S39 and A39). Only a few percentage points separate the three provinces in the extent to which their Department of Agriculture Extension Services had been in contact over the previous twelve months with farmers in TV-equipped homes. Whether they have been equally successful in contacting farmers in those areas of the province that do not have television coverage is another question and not one which can be answered from the results of this survey.

- Not surprisingly, those farmers who had watched this 1964 television series had had a substantially greater degree of contact with the Extension Service than those who had not watched the series. The basis for this correlation is almost certainly the common factor of interest in acquiring new information, presumably greater among those who watched some of these 1964 broadcasts than among those who did not, and presumably greater also among those who tend to have contact with Extension Service representatives than among those who do not.

CHART M39

PREVIOUS CONTACT OF FARMERS WITH AGRICULTURAL REPRESENTATIVE OR HOME ECONOMIST OF EXTENSION SERVICE OF THE MANITOBA DEPARTMENT OF AGRICULTURE AND CONSERVATION



PREVIOUS ATTENDANCE AT AN EXTENSION SERVICE COURSE

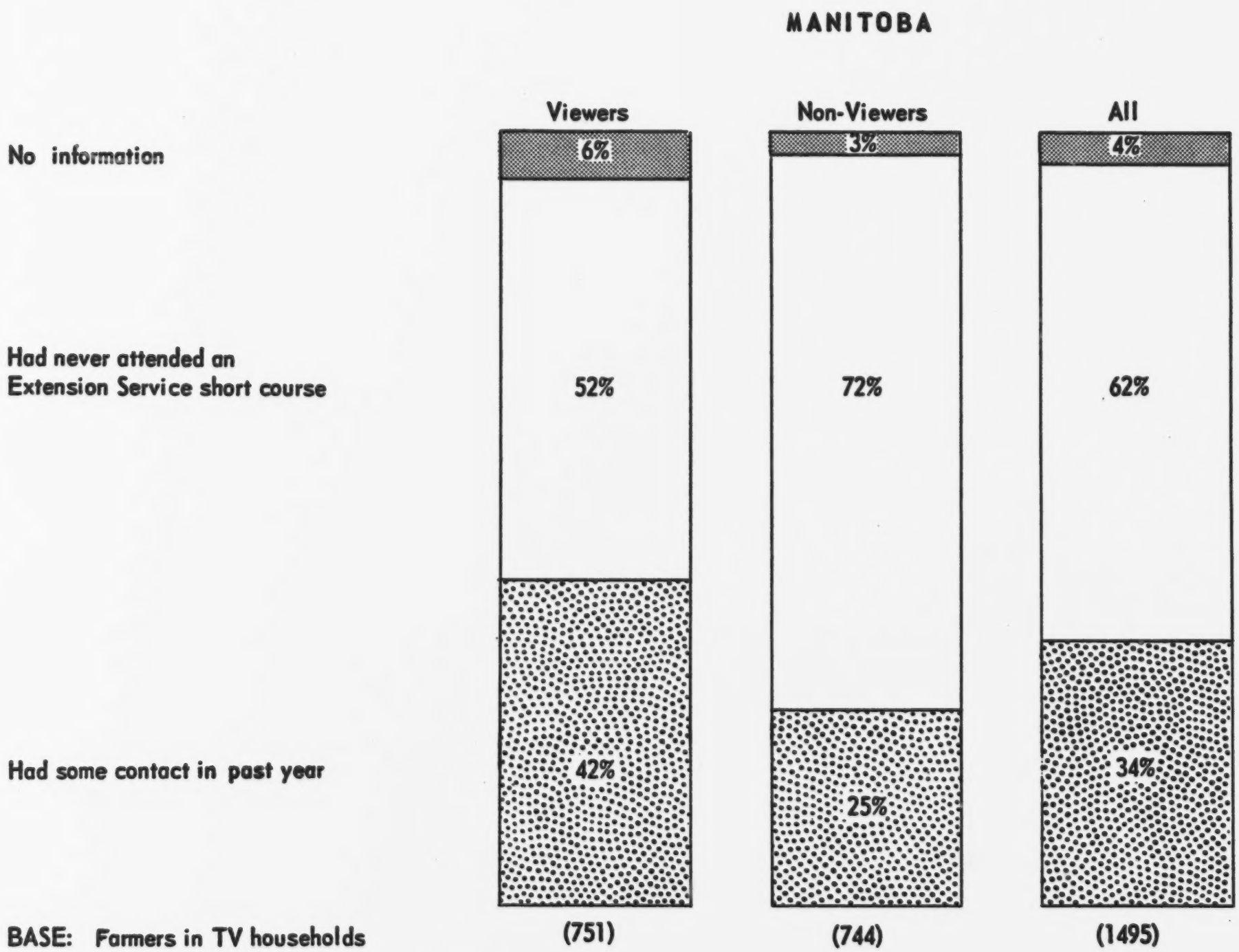
The second measure taken was the extent to which farmers had, at any time, attended in person a course organized by the Department of Agriculture Extension Service or by one of its representatives:

- 34 per cent of farmers with television indicated that they attended such a course, 62 per cent that they had not. No information was obtained from the remaining 4 per cent.

- Here again, contact with the Extension Service was substantially greater among those who had watched the 1964 series than among those who had not. The explanation of this is presumably the same as we have suggested overleaf.

CHART M40

PREVIOUS ATTENDANCE AT A COURSE PUT ON BY THE MANITOBA DEPARTMENT OF AGRICULTURE AND CONSERVATION



EXTENT TO WHICH THE TV COURSE WAS WATCHED BY FARMERS WITH VARYING DEGREES OF PREVIOUS CONTACT WITH THE EXTENSION SERVICE

The two bar-graphs on the left-hand side of CHART M41 are reproductions of those already examined in the two immediately preceding CHARTS M39 and M40. They show the proportions of farmers having varying degrees of contact with the Extension Service. What we have done here, in addition, is to carry across these four 'contact groups' to the right-hand side of the chart, and show the extent to which the farmers in each of these four groups were differentially exposed to the 1964 TV series.

- As expected, viewing was heaviest within those two groups of farmers who had either attended an Extension Service course or had had some other form of contact with the Service over the past year. This demonstrates the relationship previously remarked on.

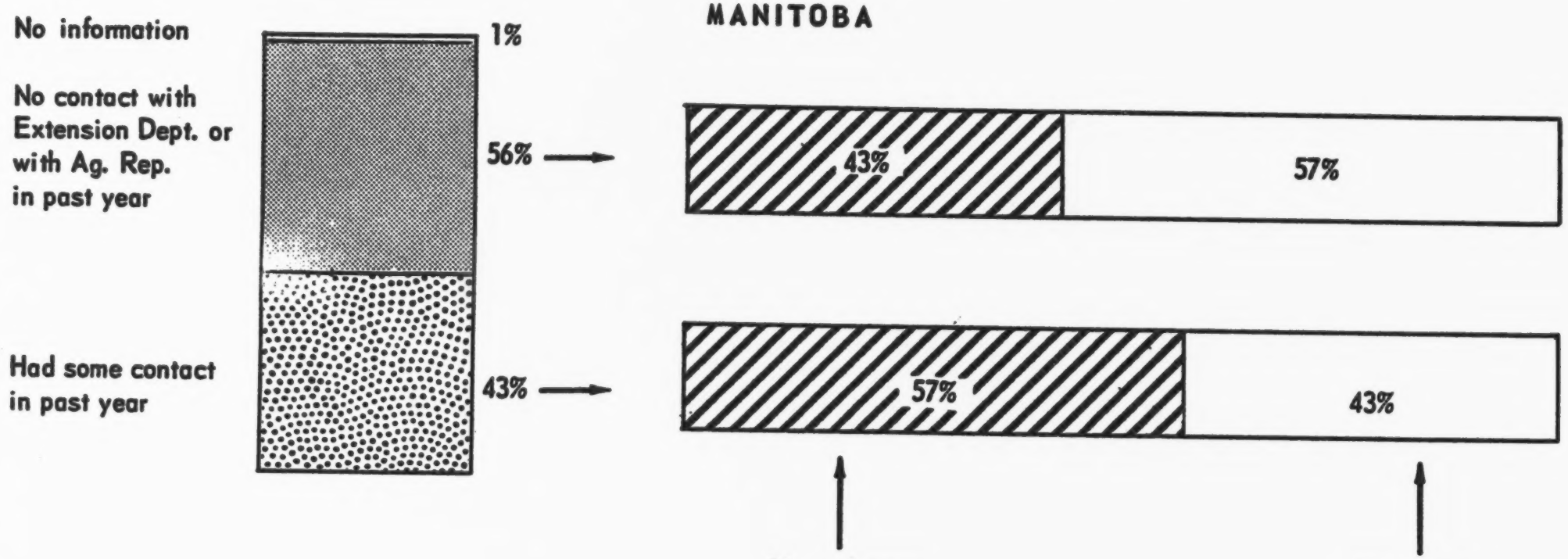
- What is more striking is the evidence of the very considerable extent to which this 1964 series succeeded in establishing contact with so many farmers who had had no contact at all with the Extension Service in the past year (with 43 per cent of them), and also with so many (42 per cent) of those who had never at any time attended an Extension Service course. This certainly provides strong evidence of the sheer penetrating power of television and of the ability of a short TV course of this kind to reach a large section of the farm population with whom no previous contact has been made - always provided of course that such persons are within range of TV coverage and have a set.

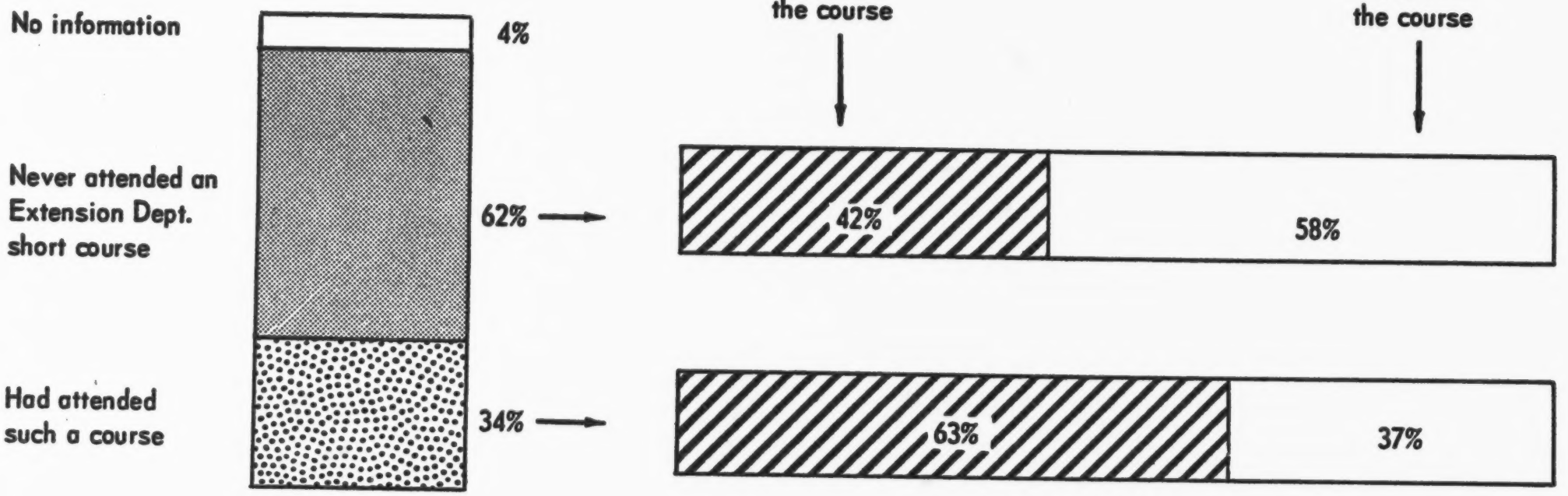
- Note also the significance of the lower bar of the chart. Here we have once again, as in 1962, an indication of the use that could be made of a TV course of this kind in following up instruction imparted by more conventional classroom methods. On the basis of these figures one could be reasonably sure of re-contacting by television over 60 per cent of those attending such a course who had a TV set at home.

CHART M41

EXTENT TO WHICH THE TV COURSE WAS WATCHED BY FARMERS WITH VARYING DEGREES OF CONTACT WITH THE EXTENSION SERVICE

MANITOBA





BASE: Farmers in TV households (1495)

S A S K A T C H E W A N

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SECTION I

THE SIZE AND COMPOSITION OF THE AUDIENCE

This section of the report covers the extent of viewing over the week and each day; the frequency with which farmers viewed and the number of programs they saw; the composition of the audience and the extent of viewing by different members of the household. It also reports on the reasons given by farmers for not watching certain programs.

EXTENT OF VIEWING SOMETIME DURING THE WEEK

- In an estimated 70 per cent of all Saskatchewan farm homes with television, someone watched at least part of the course. In 5 per cent of these homes it was some member of the household other than the farmer who viewed; in the remaining 65 per cent of all TV farm homes in the province the farmer did watch some part of the course.

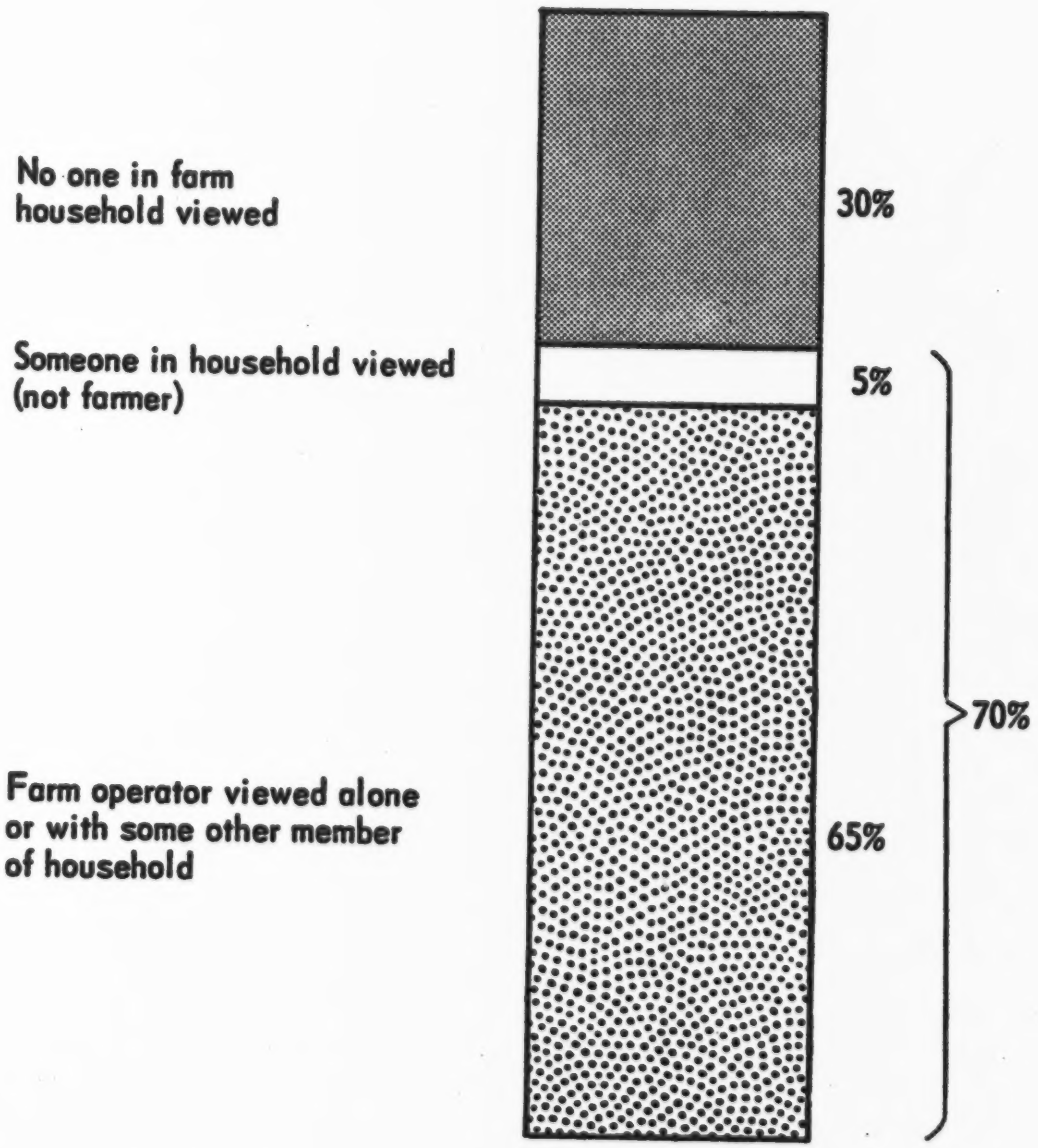
- This represents a level of viewing considerably higher than in the other two provinces - either in Manitoba, where someone watched in 57 per cent of TV farm homes in the province and the farmer watched in 50 per cent of these homes, or in Alberta, where someone watched in 51 per cent of TV farm homes and the farmer himself in 47 per cent. These Saskatchewan figures, interestingly enough, are almost identical with those which emerged from our 1962 study of the audience to the first 'This Business of Farming' series in January of that year.

- It is not difficult to offer plausible explanations of these inter-provincial differences in the extent to which farmers exposed themselves to the course. One obvious possibility, already mentioned in the Manitoba section of this report (page 16) is that the initial year of a course of this kind has a certain novelty appeal which is less widespread on subsequent years than on the first. Again, at the time of these broadcasts in January 1964, there was alternative private-station television available to some farm homes in Manitoba (see page 16) but not in Saskatchewan or in Alberta. And third, there is the fact that the Saskatchewan Department of Agriculture ran a particularly heavy advance publicity drive which, considered now in retrospect, would appear to have achieved more extensive coverage across the province than did the corresponding campaign organised in Alberta. It would seem likely that all three of these factors, and possibly several others, had some effect in determining the extent of viewing in the different provinces. Just how much effect, however, it is impossible to say.

CHART S1

EXTENT OF VIEWING SOME TIME DURING WEEK IN TV FARM HOUSEHOLDS

SASKATCHEWAN



BASE: Number of farm households with TV (1359)

ACTUAL NUMBERS OF FARM HOUSEHOLDS, FARMERS AND OTHER ADULTS WHO WATCHED SOME PART OF THE SERIES

- Projected on the base of an estimated 54,000 farm households in Saskatchewan equipped with TV, the 70 per cent of homes noted on the previous page which were tuned to at least a part of the course represents some 37,800 farm homes in Saskatchewan.[1]

- In 35,100 of these homes the farmer himself watched some part of the course and, throughout all households in which someone viewed, an additional 28,000 adult members of the family watched some part of the series, giving a total estimate of some 63,100 adults, members of TV farm households in Saskatchewan, who saw at least one of the five programs.

- In fact these Saskatchewan farm audiences constitute almost exactly half of the total audience throughout the three Prairie provinces who watched the course.

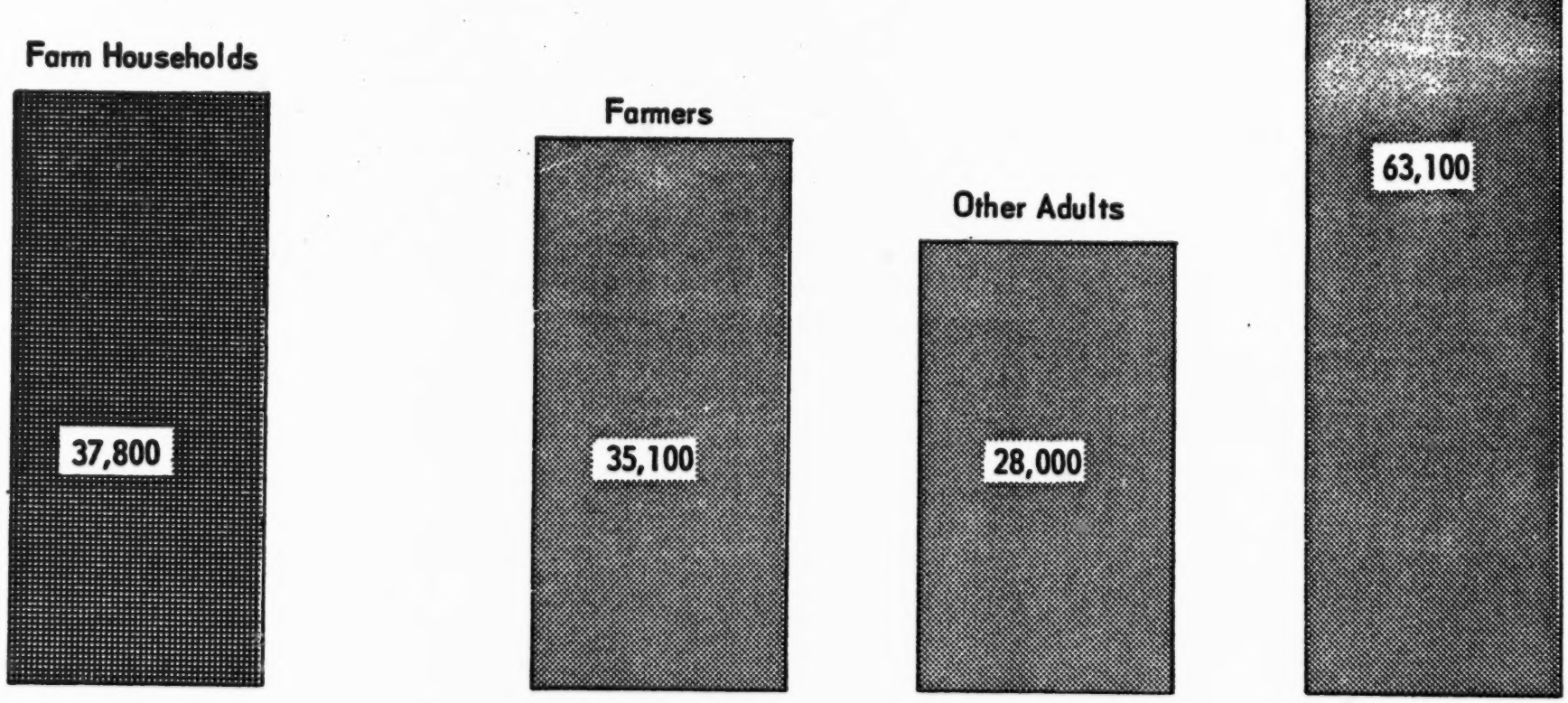
---

[1] Dominion Bureau of Statistics, Household Facilities Survey, May 1962: number of farm households in Saskatchewan 94,000, proportion of these with television 56 per cent.

CHART S2

ACTUAL NUMBERS OF FARM HOUSEHOLDS, FARMERS AND OTHER ADULTS WATCHING SOME PART OF THE SERIES

SASKATCHEWAN



Average number of viewing adults per viewing household 1.7

AUDIENCE OF FARMERS TO EACH DAY'S PROGRAM

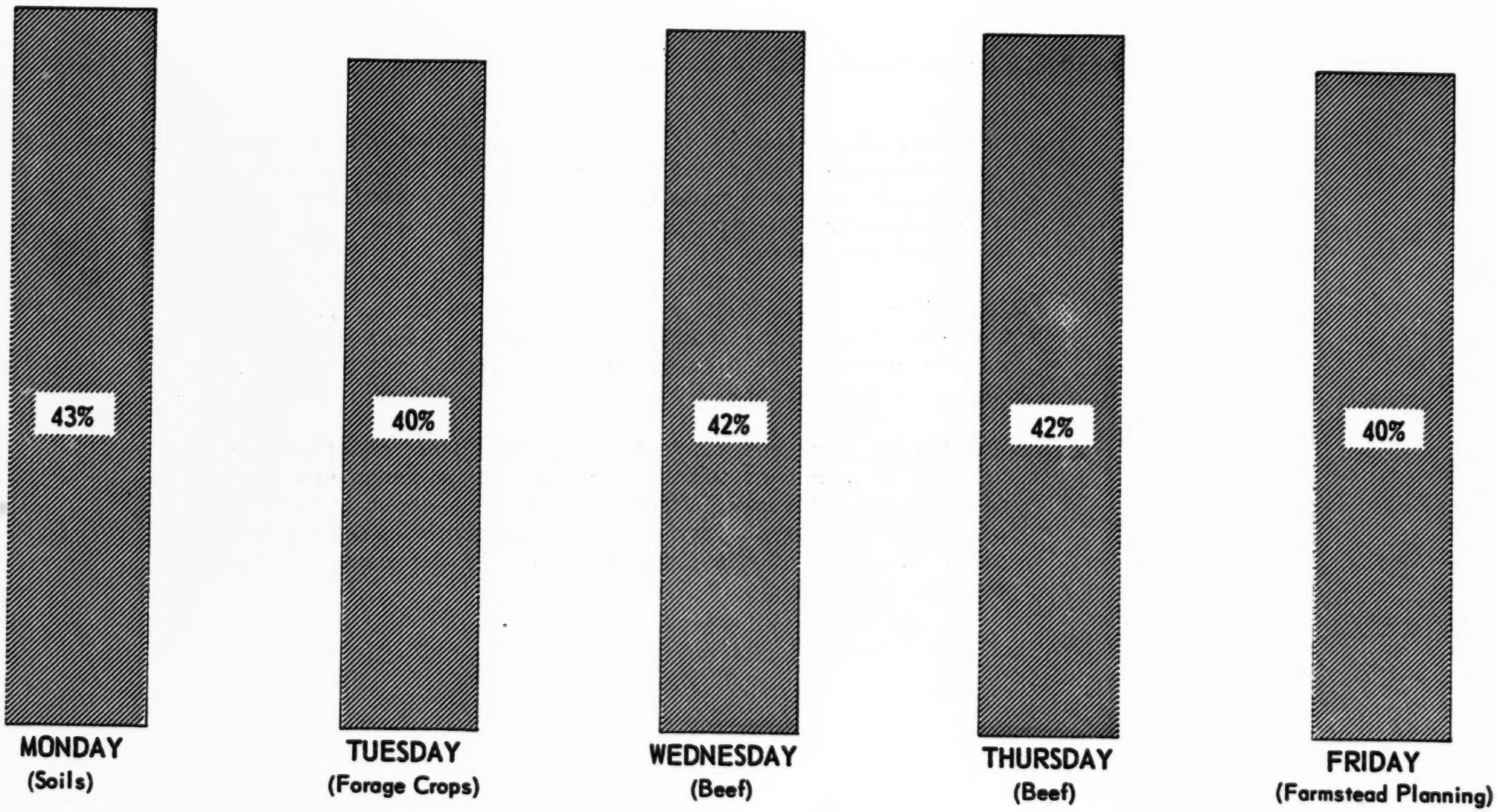
- An average day audience consisted of just over 40 per cent of all farmers in TV-equipped households. Projected to actual numbers this amounts to about 22,000 farmers.

- The size of the audience varied very little from day to day - less than in Manitoba where the Wednesday and Thursday beef cattle programs had significantly larger audiences than the other three. In Saskatchewan, on the other hand, the Monday (soil) program drew quite as big an audience as the two beef cattle programs with the Tuesday (forage) and Friday (improving the farmstead) programs pulling only slightly smaller audiences.

CHART S3

AUDIENCE OF FARMERS TO EACH DAY'S PROGRAM

SASKATCHEWAN



BASE: Farmers in TV households - (1359)

FREQUENCY OF VIEWING AND ACTUAL NUMBER OF PROGRAMS SEEN

- In contrast to the 65 per cent of all Saskatchewan farmers in TV-equipped homes who saw some part of this series, and the 40 per cent who made up an average day audience, as was to be expected considerably fewer - 17 per cent - watched all five programs.

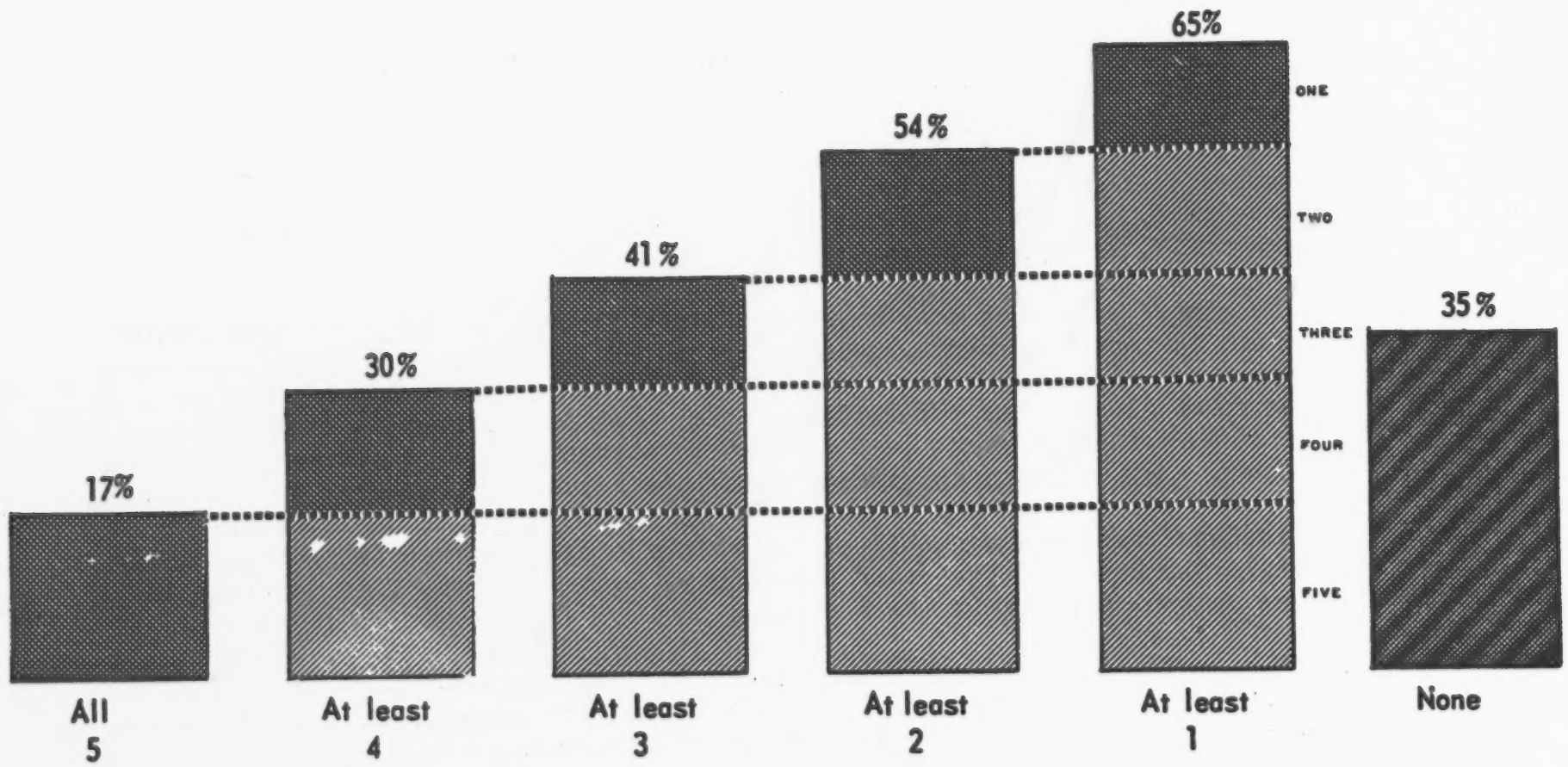
- This 17 per cent, just over 9000 farmers in the province, represents almost a quarter of those who watched any part of the series. This is precisely the same situation that we found in Manitoba.

- Another 13 per cent of farmers watched four programs, and another 11 per cent watched three. Other frequencies of viewing are as shown. Thus, we see that about 40 per cent of all Saskatchewan farmers with television saw at least three programs of the five and about 55 per cent of them saw at least two.

CHART S4

FREQUENCY OF VIEWING AND ACTUAL NUMBER OF PROGRAMS SEEN BY FARMERS

SASKATCHEWAN



BASE: All farmers in TV households (1359)

THE EXTENT OF VIEWING BY DIFFERENT MEMBERS OF VIEWING HOUSEHOLDS

While most questions in this survey were directed at the farmer himself, information was also obtained as to which members of the household had watched which programs. From this we were able to establish certain characteristics of each day's audience:

- Within these households in which, during the week, someone watched some part of the course, the most consistent viewer, as was to be expected, was the farmer himself. On the average day, in 60 per cent of viewing households, the farmer was in the audience. In contrast, the farmer's wife, on the average day, was a viewer in 33 per cent of these households, and other persons over the age of 16 comprised a part of the audience in an average 8 per cent.

- These figures for farmers reflect the relative sizes of the audience for the different days' programs, as already indicated in CHART S3. The percentages are bigger here simply because we are expressing them as percentages of households viewing at some time during the week and not, as in CHART S3, as percentages of all households. These figures also indicate that, with one exception, the wives' viewing pattern tended to be much the same as their husbands', though at a lower level.

- The single exception concerned the Friday program on farmstead improvement which attracted a much larger proportion of wives than did any of the other programs. Note the contrast here with the Manitoba situation (page 24). In Manitoba also it was the Friday program - on farm careers - that differed from the other programs in its relative attractiveness to farmers and their wives. But whereas, in Saskatchewan, the Friday program drew just as many farmers and many more wives than the other programs, in Manitoba the imbalance arose as a result of the Friday program attracting substantially fewer farmers than the other programs without a compensating increase in the number of wives in the audience.

- This special attractiveness to women of the Friday Saskatchewan program is further illustrated in the lower section of the table opposite which shows the ratio of men to women in each day's audience.

TABLE S1

EXTENT OF VIEWING BY DIFFERENT MEMBERS OF VIEWING HOUSEHOLDS: SASKATCHEWAN

	Percentage of viewing households in which, on these days			
	Farmer viewed	Farmer's wife viewed	Other male aged 16 or over viewed	Other female aged 16 or over viewed
	%	%	%	%
Monday	63	33	8	1
Tuesday	58	30	7	1
Wednesday	61	31	7	1
Thursday	61	30	7	1
Friday	58	43	7	1
DAY AVERAGE	60	33	7	1
BASE: TV farm households in which some person over age 16 viewed sometime during the week	(934)	(934)	(934)	(934)

TABLE S2

THE SEX COMPOSITION OF THE AUDIENCE FOR EACH DAY'S PROGRAM

	Monday	Tuesday	Wednesday	Thursday	Friday
	%	%	%	%	%
Male	68	68	68	69	60
Female	32	32	32	31	40
TOTAL	100	100	100	100	100
BASE: Number of persons over age 16 in each day's audience	(995)	(913)	(954)	(939)	(1026)

HOW MUCH OF EACH PROGRAM WAS VIEWED

- Any suspicion that those who saw each day's program may simply have 'looked in' for a few minutes and then gone off to do something else is dispelled by the evidence shown opposite. From this it is clear that well over three-quarters of those who watched each program at all watched the whole hour and that another 10 per cent or so saw more than half of the program.

- This does not mean of course that all of those who watched throughout the entire hour, or most of it, were equally interested or wholly engrossed with what they saw. As we shall see presently, levels of interest varied. However, what it does suggest is that, at this time of the day, and at this time of the year, an hour does not seem to be too long a period over which the attention of a farm audience can be held by specialised program material of this kind.

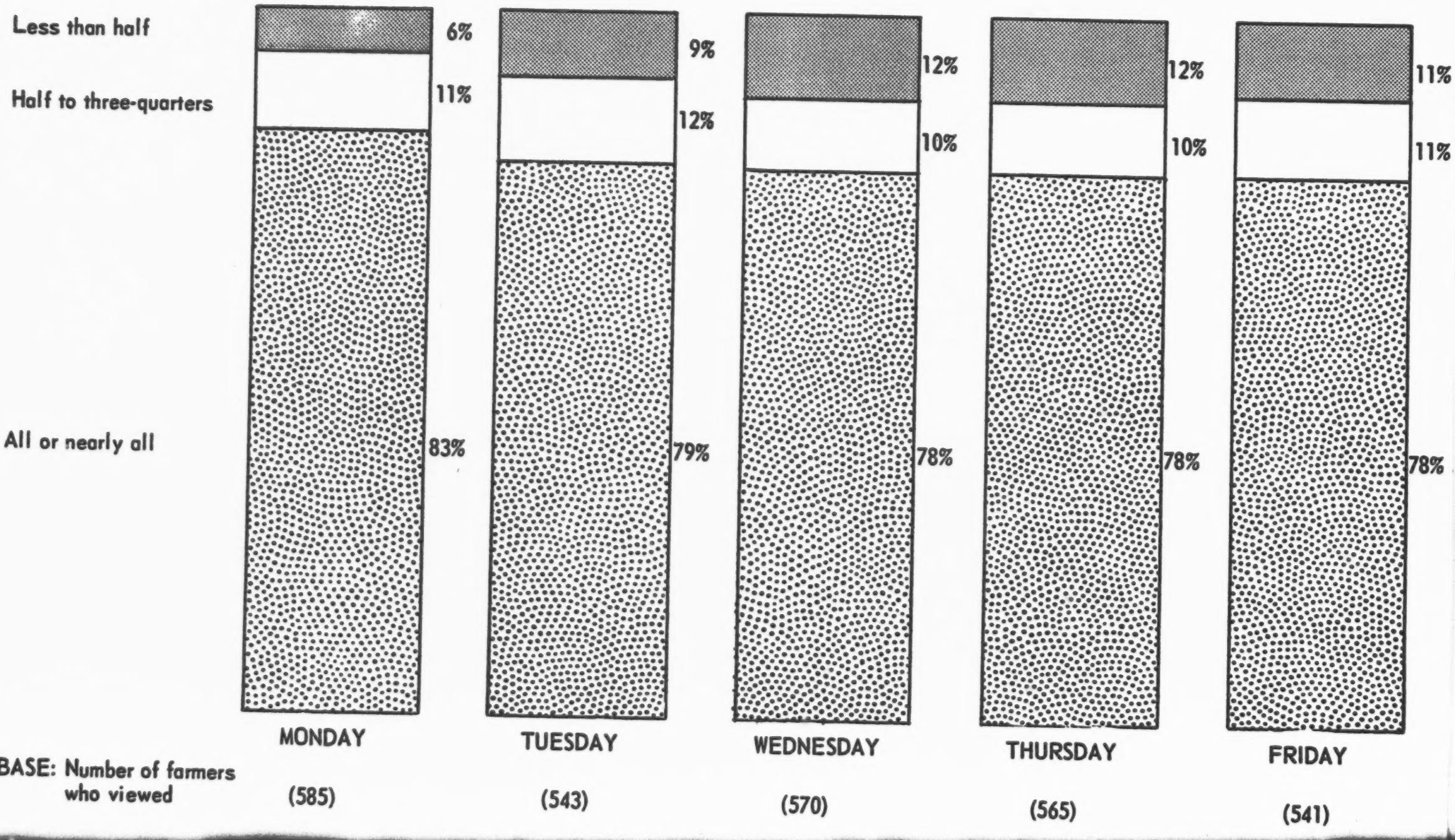
- As can be seen most of the day-to-day differences are so small as to be insignificant, with the Monday (soil) program holding its audience perhaps slightly more successfully than the others. This proved to be the case in Alberta, and the indications are that it is less related to the content of the Monday program than to the fact that this was the first program in the series and the audience was slightly more willing to watch throughout the entire hour than they were after the novelty of the first day had worn off.

- Note also that the Friday Saskatchewan-only program on farmstead improvement held its audience of farmers just as successfully as did most other programs. This contrasts sharply with the Manitoba Friday program which was much less successful in holding its audience than the other four programs seen in Manitoba (see CHART M5). So that not only was the subject matter of the Saskatchewan Friday program sufficiently attractive to draw as big an audience of farmers as did the other four programs but once attracted, this audience was apparently held just as successfully by this program as by the others.

CHART S5

HOW MUCH OF EACH PROGRAM WAS VIEWED

SASKATCHEWAN



REASONS FOR NOT WATCHING ANY PART OF THE SERIES

At this point it is instructive to examine the reasons given by some farmers for not watching any part of the course, and by others for not watching certain programs. The next two charts, the one opposite and the one following, illustrate the situation. First the series as a whole - and in this instance it will help if we consider the Saskatchewan situation alongside the situation in the other two provinces:

- As can be seen, the reason most frequently given by farmers in Saskatchewan (indeed by farmers in all three provinces) for not having watched any part of the course was that, while they knew about the programs beforehand, they were just too busy to watch. In Saskatchewan this accounted for just over half of all non-viewers in TV-equipped farms.

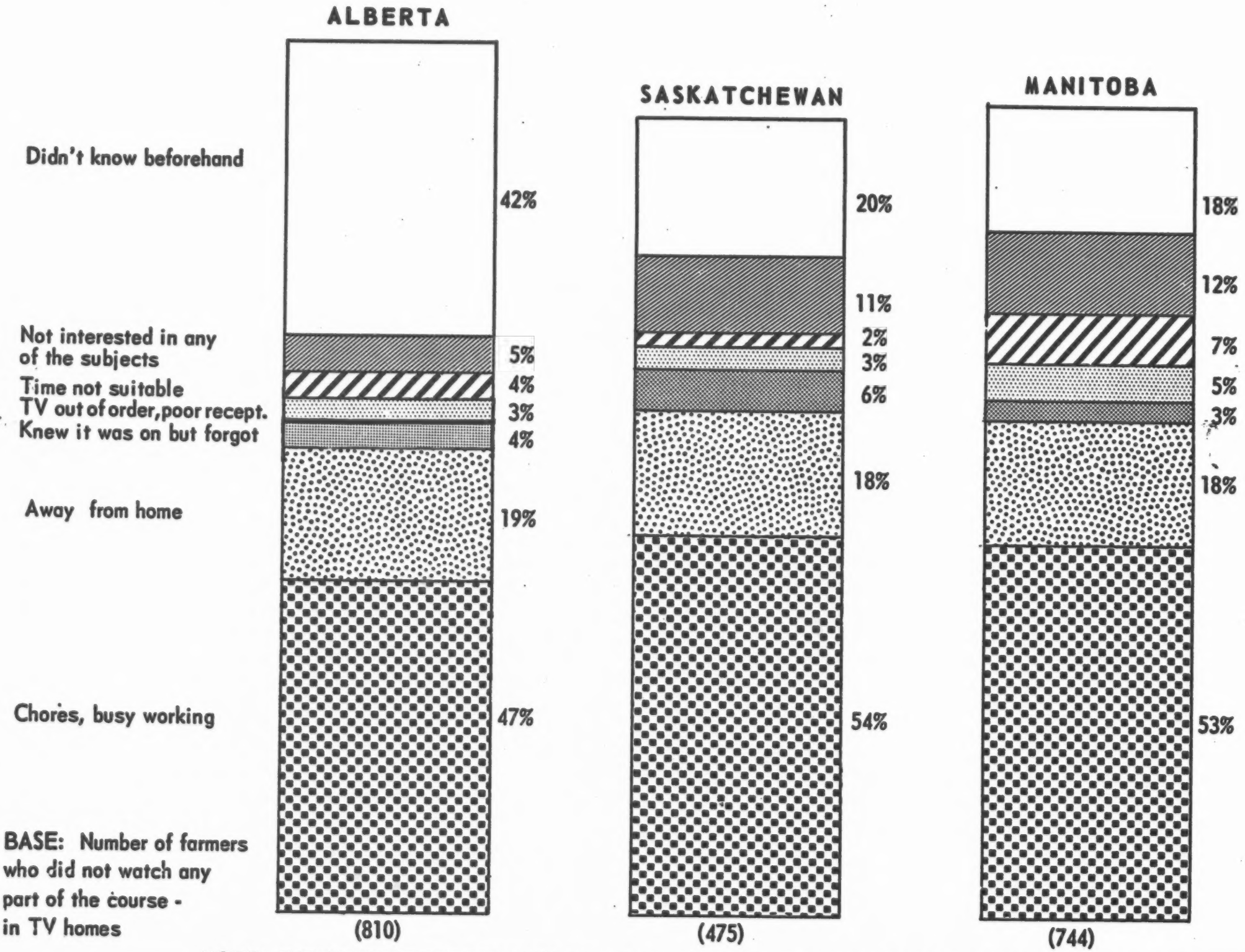
- Among other Saskatchewan farmers who said they had known about the series beforehand, the main reasons given for non-viewing, in order of frequency of mention, were that they were away from home at the time, that they knew about the broadcasts but had subsequently forgotten, that they weren't interested in any of the subjects, that the time of the broadcasts didn't suit them, or that their set was out of order or reception was poor.

- As already noted in the Manitoba section of the report, perhaps the most important inference to be made from all this is that in Saskatchewan - as in Manitoba though not in Alberta - relatively few people in the target audience of farmers lacked prior knowledge that the series was to be broadcast. The 20 per cent of non-viewers in Saskatchewan who 'didn't know beforehand' in fact represents no more than 7 per cent of the total potential audience of farmers - those who viewed plus those who didn't. This is even slightly lower than the small 9 per cent of TV-owning farmers in Manitoba who had not heard about the broadcasts before they started, and certainly provides considerable cause for satisfaction with the promotional campaign mounted for this 1964 'This Business of Farming' series.

- In contrast, the proportion of non-viewers in Alberta reporting that they had no prior knowledge of the broadcasts is high - 42 per cent - much higher than in Manitoba or Saskatchewan and, as we shall see, it is in Alberta that the audience to the series was proportionately much smaller than in either of the other two provinces. There are well-known dangers in attempting to trace direct cause-and-effect relationships between awareness of publicity and viewing behaviour. However, in this instance, it is difficult to avoid the inference that the greater the amount of prior knowledge of a series of broadcasts of this kind, the greater the audience is likely to be. We shall take this up again in more detail in the Alberta section of the report.

CHART S6

MAIN REASONS GIVEN BY FARMERS WITH TV, FOR NOT WATCHING ANY PART OF THE COURSE



NOTE: TOTALS ADD TO MORE THAN 100 PER CENT BECAUSE SOME FARMERS GAVE MORE THAN ONE REASON FOR NOT VIEWING

REASONS FOR NOT WATCHING CERTAIN PROGRAMS

In addition, those farmers who had watched some but not all of the programs were asked why they had not viewed the ones they missed. The reasons given were of the same general nature as those given by non-viewers for missing the entire series. However certain differences in emphasis are worth noting:

- An average 70 to 80 per cent of each day's non-viewers indicated that they had not viewed because they were in some respect unavailable - either they were doing chores, otherwise occupied, or away from home at the time. In some cases, one presumes, the farmer had no choice but to miss the program; in other cases it is not unlikely that he simply decided to get on with his work rather than watch a program that did not interest him particularly. Hence, the 'chores, busy, working' category as shown here may be somewhat inflated by this kind of rationalisation.

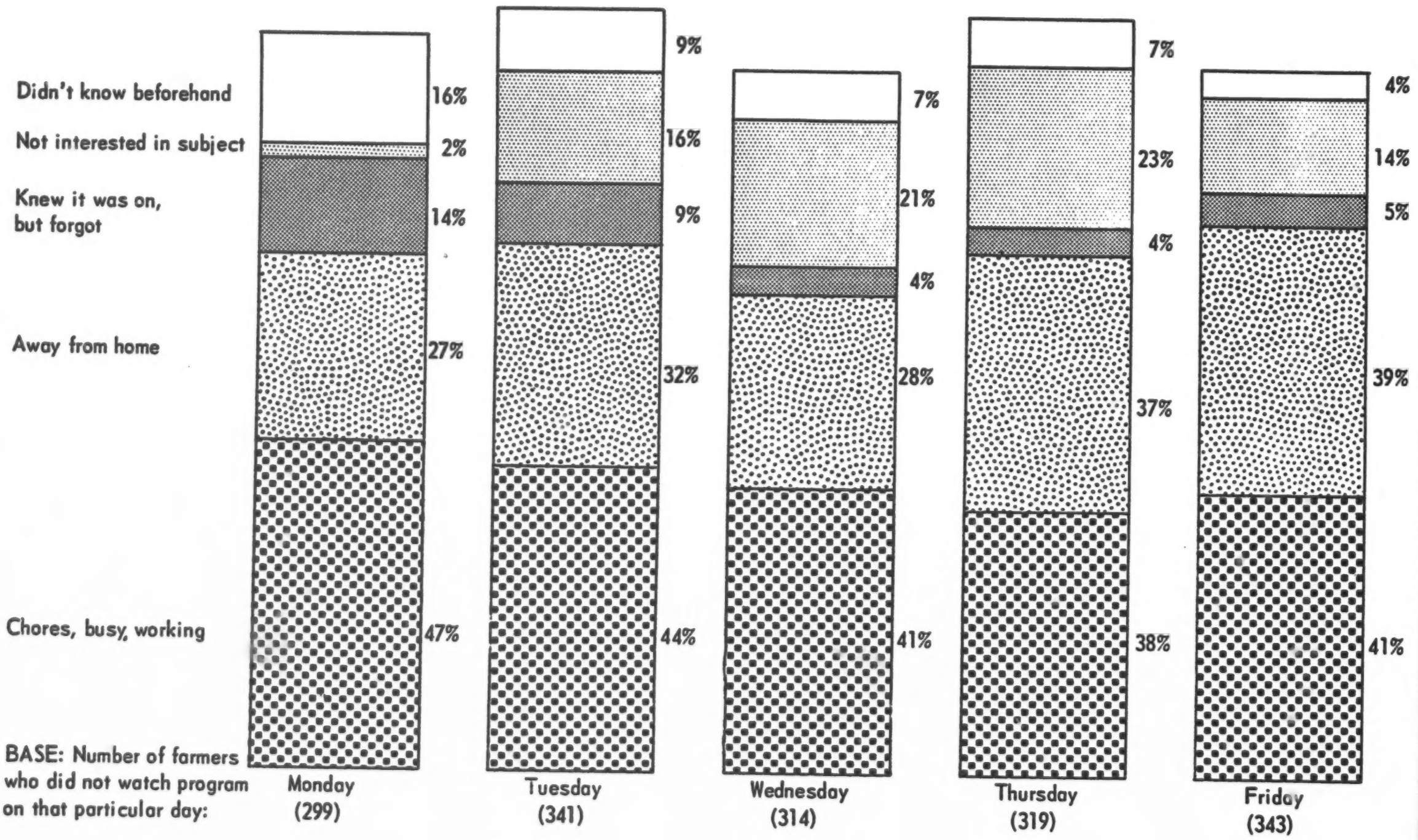
- The proportion of non-viewers who said they knew about the series beforehand but who missed a program through forgetting to switch on was fairly high on the first day but fell away to a small 4-5 per cent as the week went on and awareness of the broadcasts increased. The proportion who said they did not know about the broadcasts beforehand also declined sharply as the series progressed - presumably for the same reason. By Friday only 4 per cent of non-viewers were giving this as a reason for not having watched. Small as this proportion is, it still leaves the question of why anyone who watched any of the earlier programs should, by Thursday and Friday, miss a program through being unaware that it was on at this time on this day. In fact this end-of-the-week unawareness was much less widespread in Saskatchewan than in Alberta or Manitoba. However, it does raise the question of the adequacy of on-air publicity and suggests that special care should be taken in future series to ensure that each day's viewers are adequately briefed on what is to follow later in the week.

- The very few farmers who mentioned lack of interest in the subject as a reason for their not watching the Monday (soil) program bears witness to the rather special appeal of this program to Saskatchewan. This is confirmed in the next set of charts.

CHART S7

MAIN REASONS GIVEN FOR NOT VIEWING PARTICULAR PROGRAMS - BY FARMERS WHO WATCHED SOME PART OF THE COURSE

SASKATCHEWAN



NOTE: TOTALS ADD TO MORE THAN 100 PER CENT BECAUSE SOME FARMERS GAVE MORE THAN ONE REASON FOR NOT VIEWING

SECTION II

VIEWERS' REACTIONS TO WHAT THEY SAW

This section of the report deals with the extent to which those who watched the programs found them interesting, informative and useful, with the suggestions they made for improving them, and with those subjects which they would like to see covered in future series. Also reported and discussed are certain indications of how generally disposed farmers are to the idea of an instructional TV course of this kind.

INTEREST IN EACH DAY'S PROGRAM

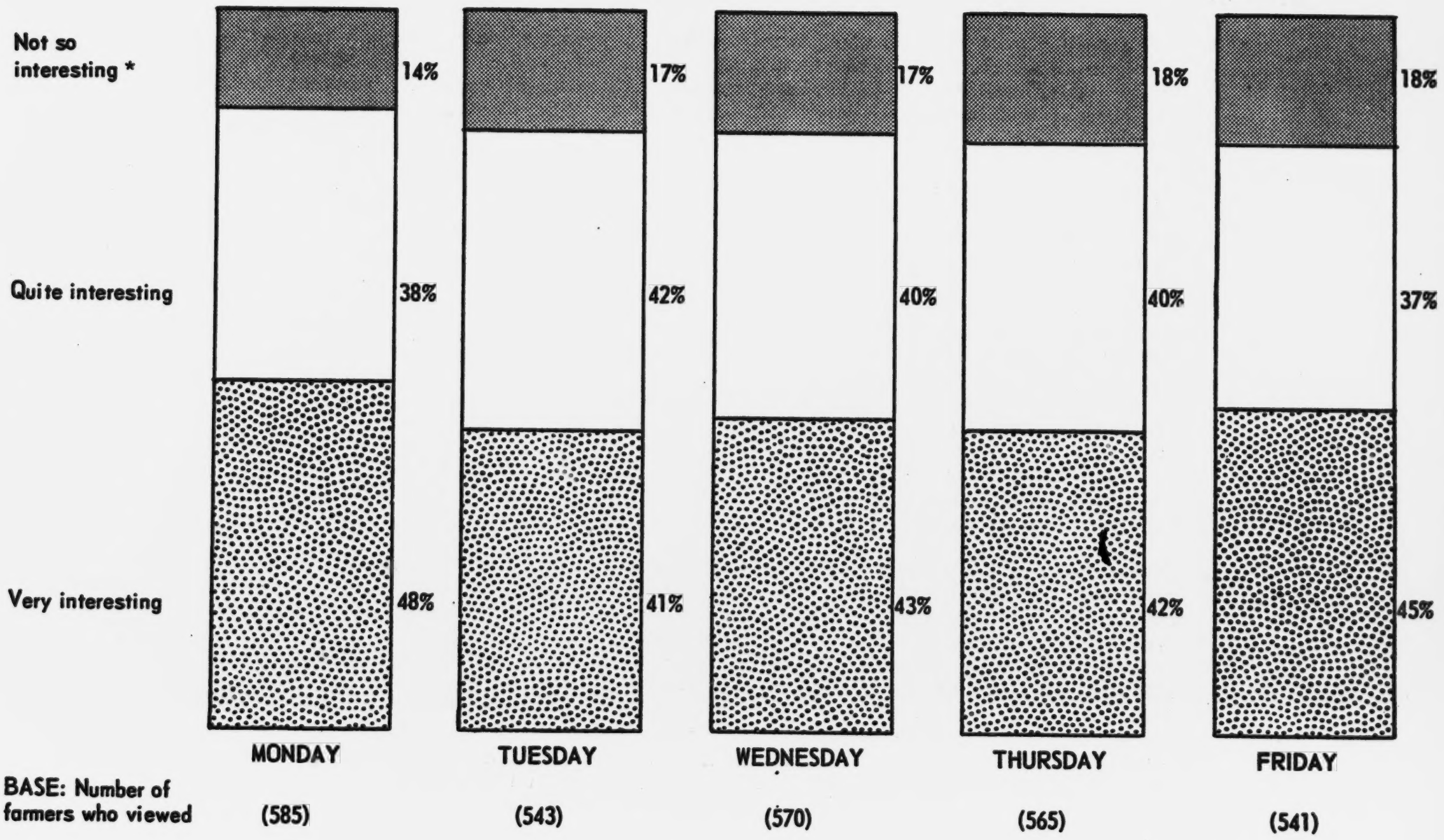
- Considering the quite large turnover of viewers from day to day, the most striking feature of these results is the extent to which each day's audience proved to be about equally interested in each of the five programs. With 48 per cent of those who watched the Monday (soil) program indicating that they had found it 'very interesting', and only 14 per cent rating the program any lower than 'quite interesting', this program appears to have had a slightly more favorable reception than the other four. Aside from this, however, the day-to-day differences are small and in general it may be said that audience interest did not vary much from one program to another.

- Paradoxical as it may seem, the larger audiences which the course attracted in Saskatchewan and Manitoba were actually less interested in what they saw than were the smaller audiences which the course attracted in Alberta. There may of course be special reasons for this related to the content of the broadcasts and the special interests of farmers in the different provinces. More of this anon. However, at this point, it needs to be stated that this tendency for a larger audience to be somewhat less appreciative of a program than a smaller audience is by no means peculiar to farm broadcasting. It is a much more general phenomenon and is related to the fact that, other things being equal, a large audience that has been specially motivated to watch a program - by effective publicity or perhaps by the absence of sufficient counter attractions - is more likely to include people who are not particularly interested in the subject matter than an audience that is smaller and has not been subjected to the same amount of pressure.

CHART S8

INTEREST IN EACH DAY'S PROGRAM

SASKATCHEWAN



BASE: Number of farmers who viewed	(585)	(543)	(570)	(565)	(541)

* 'Not so interesting' includes all who said 'all right, not bad', 'not very interesting' and 'not interesting at all'.

EXTENT TO WHICH THE INDIVIDUAL PROGRAMS WERE FELT TO HAVE PROVIDED NEW AND USEFUL INFORMATION

In respect of each of the five programs that they had seen, farmers were asked, first, if they had learned anything new from it and, if so, exactly what it was they had learned; then those who had learned something new were asked if they had learned anything from that program that seemed of particular use to them in their work - if so, what? The results are illustrated opposite.

- The proportion of farmers who, having watched a program, felt they had learned something new from it, varied from a high of 74 per cent in the case of the Monday (soil) and Friday (farmstead improvement) programs to 63-65 per cent in the case of the Tuesday (forage) and Wednesday and Thursday (beef cattle) programs.

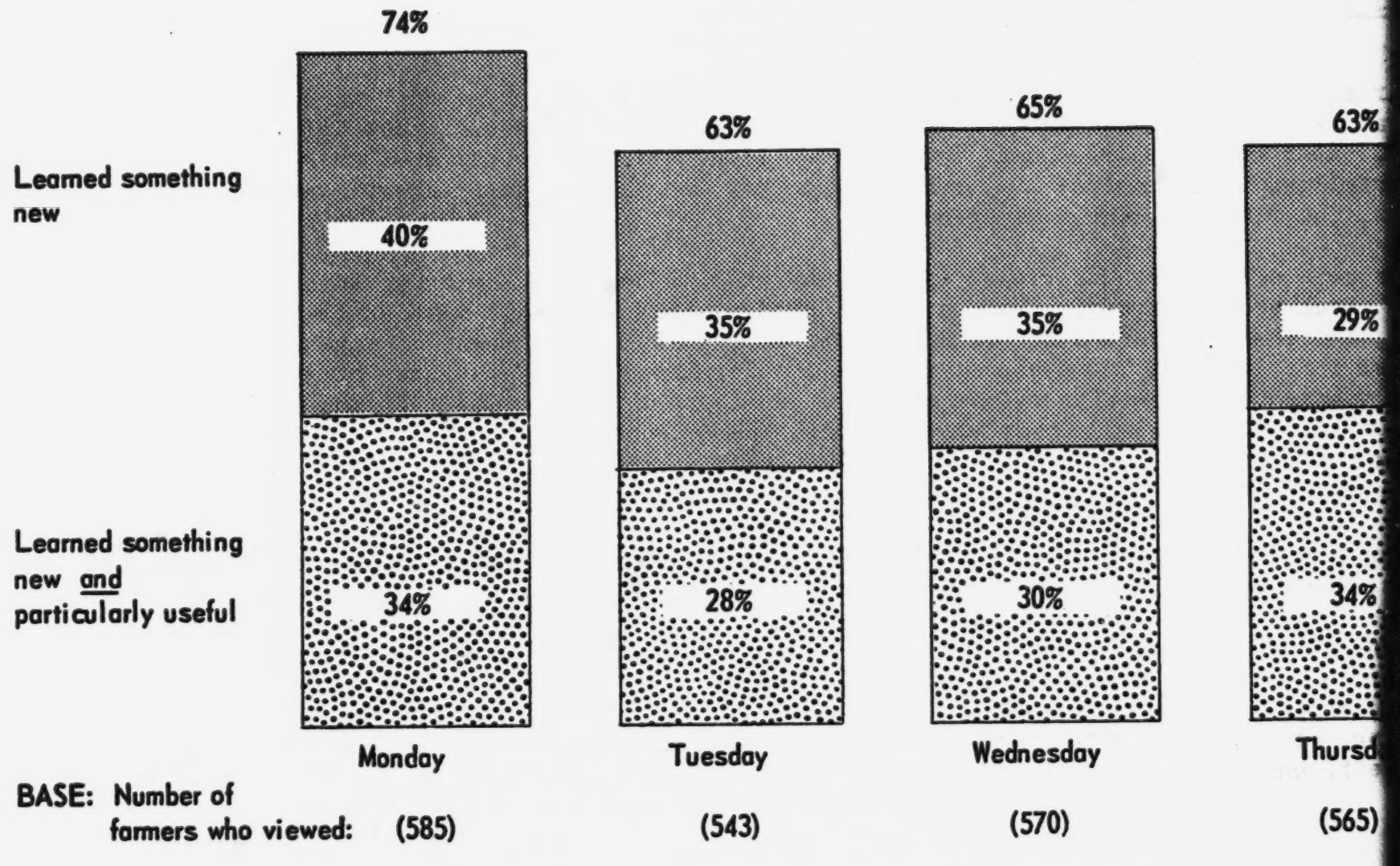
- In the extent however to which the information gained was felt likely to be of practical value, the Friday program produced specially for Saskatchewan, was well ahead of all others, even including the Monday (soil) program. As many as 43 per cent of all farmers who watched the Friday program felt they had got something practically useful out of it. The Monday (soil) and Thursday (beef cattle) programs were felt to be less effective than this as vehicles of useful information, the Wednesday (beef cattle) program less effective still, and the Tuesday (forage) program the least effective of the five in this regard.

- It is relevant to add that, in Manitoba and Alberta also, the Monday (soil) program was felt to be superior to the Tuesday, Wednesday and Thursday programs as a provider of both new and practically useful information (see CHARTS M9 and A9). In Saskatchewan and Alberta the Tuesday (forage) program was felt to be the least practically useful of the five, a distinction that in Manitoba was accorded unequivocally to the special Friday program on careers in farming.

- Viewers who felt they had learned nothing new or particularly useful from one program often found something new and/or useful in another. Consequently, the cumulative proportion of farmers who felt they had benefited in these respects from at least some part of the course is larger than the proportion who felt this about any one program. 87 per cent of farmers who watched the series at all felt they had learned something new from some part of it, and 58 per cent felt that what they had learned was likely to be of practical use to them. These figures are almost identical with those obtained in Manitoba. In Alberta, however, a significantly larger proportion (64 per cent) of all farmers who watched felt the course had been of use to them in their work.

EXTENT TO WHICH FARMERS FELT THEY HAD LEAR
AND FOUND SOMETHING PARTICULARLY USEFUL IN EACH P

SASKATCHEWAN

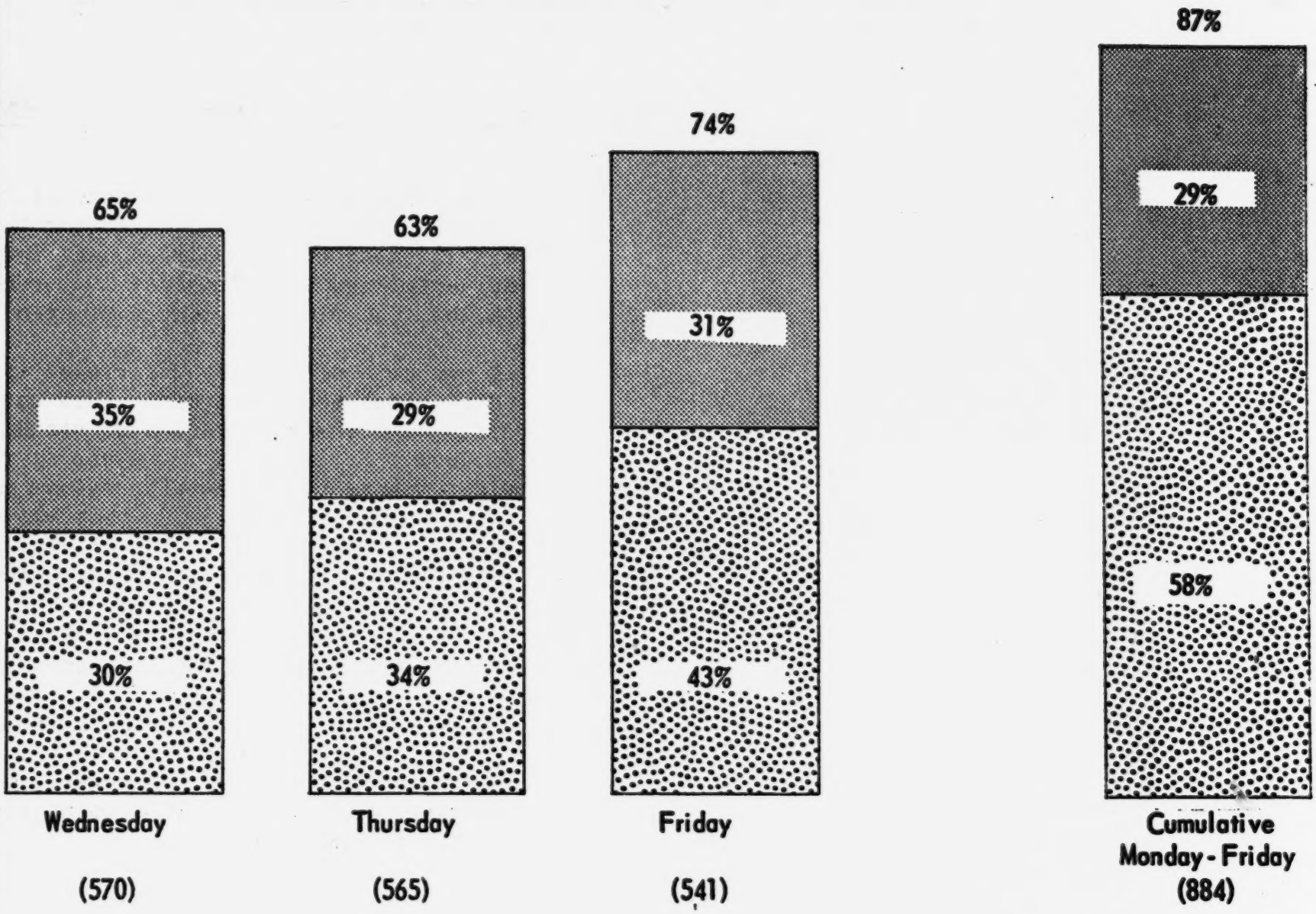


BASE: Number of farmers who viewed: (585) (543) (570) (565)

CHART S9

FARMERS FELT THEY HAD LEARNED SOMETHING NEW
ARTICULARLY USEFUL IN EACH PROGRAM, AND IN THE SERIES

SASKATCHEWAN



In the next few pages we shall be listing and commenting on those points most frequently made by viewers when asked to say what it was in each program that they found new and particularly useful. Obviously an account of this kind will not make much sense to a reader unless he has a fairly detailed knowledge of the content and format of the programs. This is assumed in the section of the report that follows.

It must also be stressed that the percentage figures shown in CHARTS S10 through S19 are intended merely to indicate the relative emphasis given to these various points in viewers' answers. Since the questions asked were posed in deliberately general terms, without reference to any specific feature of each program, these percentages obviously do not represent the full extent to which the audience for any program may have felt it to be informative and/or useful in this respect.

WHAT FARMERS FELT THEY HAD LEARNED FROM THE MONDAY PROGRAM

- As already noted three-quarters of those farmers who watched the Monday (soil) program felt they had learned something new from it (see inside small box opposite). Just over a quarter said they learned about the need to cut down on summerfallow, while another 10 per cent said they learned something about summerfallow, but without being more specific.

- 14 per cent of farmers who viewed this Monday program mentioned learning something about crop rotation. This was not a subject that was dealt with explicitly, and these answers also should be seen as reflecting an aspect of summerfallow: that is to say, the use of grasses and legumes as a cheap source of plant nutrients and an alternative means of maintaining soil fertility. The same is true of the 12 per cent who mentioned the 'use of fertiliser'. This also was referred to in the program as an alternative to summerfallow. Other points made less frequently are shown in the chart.

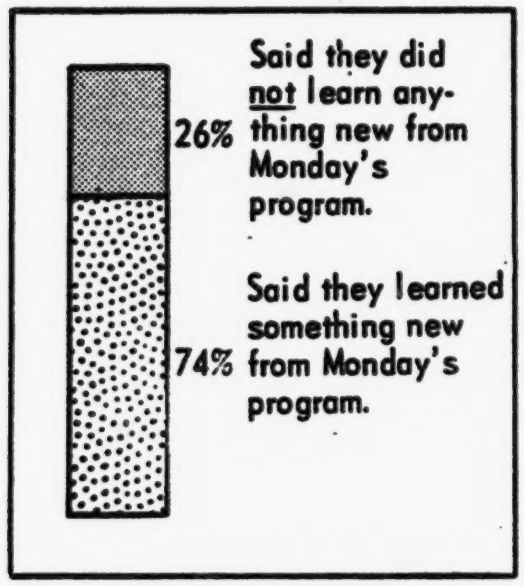
- The three provinces differed not at all in the extent to which these different points were emphasised in the answers given.

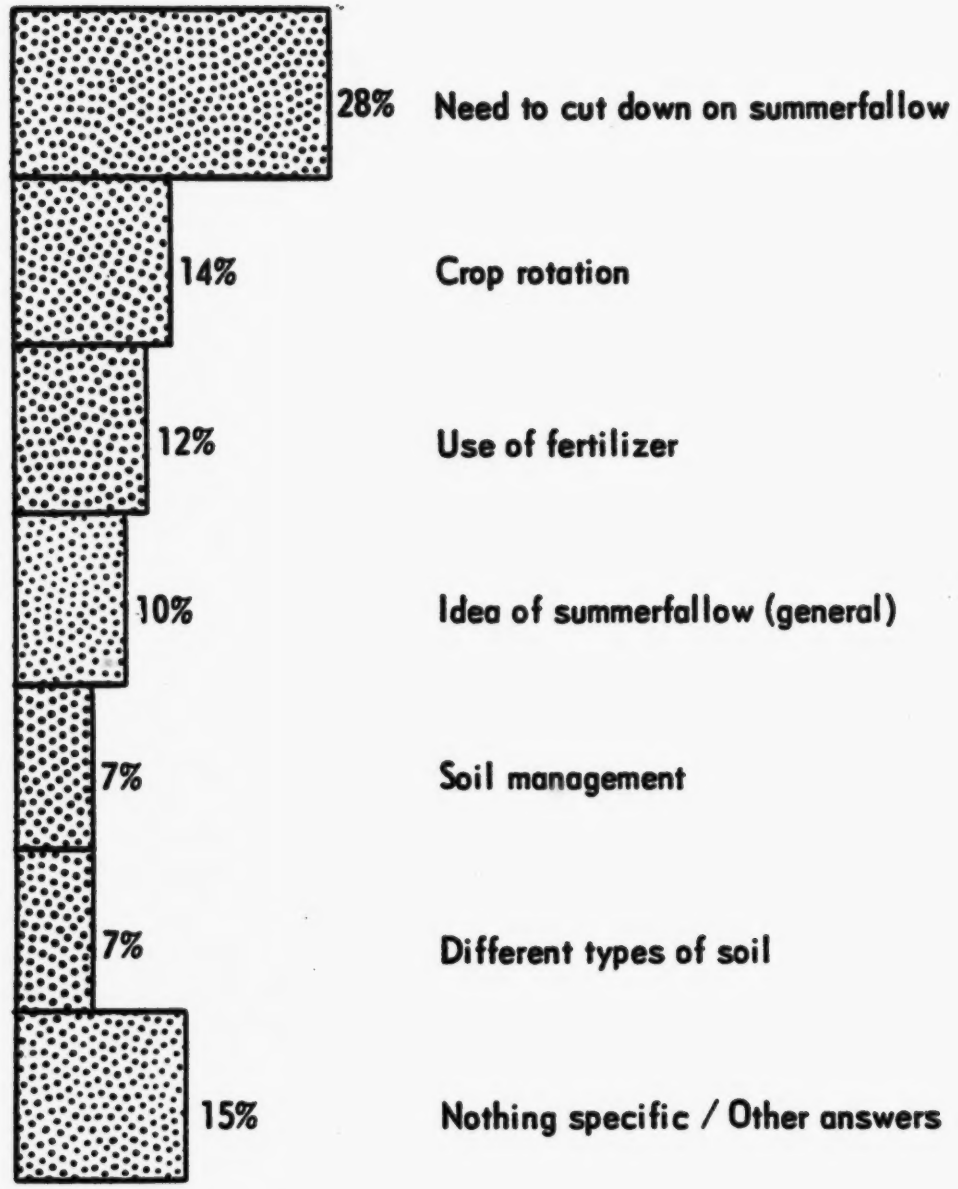
- The general impression one gets from all this is that the 'summerfallow story' got across with some considerable impact. Whether it will be acted on is, of course, another matter. However, to have nearly 30 per cent of all viewers 'playing back' the specific point about the need to cut down on summerfallow is, in itself, encouraging.

CHART S10

WHAT FARMERS FELT THEY HAD LEARNED FROM THE MONDAY PROGRAM

SASKATCHEWAN





BASE: Number of farmers who viewed this program (585)

NOTE: Because some respondents commented on more than one item, the sum of the individual percentages, in this and in other similar charts to follow, exceeds the total percentage of farmers who said they had learned something new (found something particularly useful, felt something could be improved) in the program.

WHAT WAS FOUND PARTICULARLY USEFUL IN THE MONDAY PROGRAM

Those farmers who felt they had learned something new from the Monday program named the items listed opposite as being particularly useful to them. Here again these are all topics covering some aspect of summerfallow.

- Thus, 11 per cent named 'summerfallow' itself; 7 per cent mentioned 'soil analysis and improvement', and 6 per cent referred to the use of fertiliser. Other less frequent references fell into the categories of 'forage crops', 'grasses, seeding, stubble', and 'rotation'.

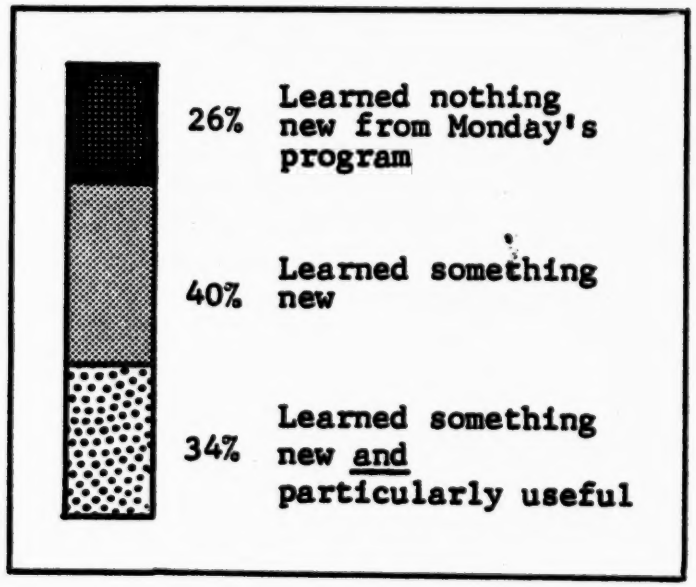
- Most of these references to 'grasses' seem to derive from an item included at the end of the Monday program in which some experimental work in Manitoba was quoted as evidence of the preservation of nitrate nitrogen in the soil as a result of summerfallowing.

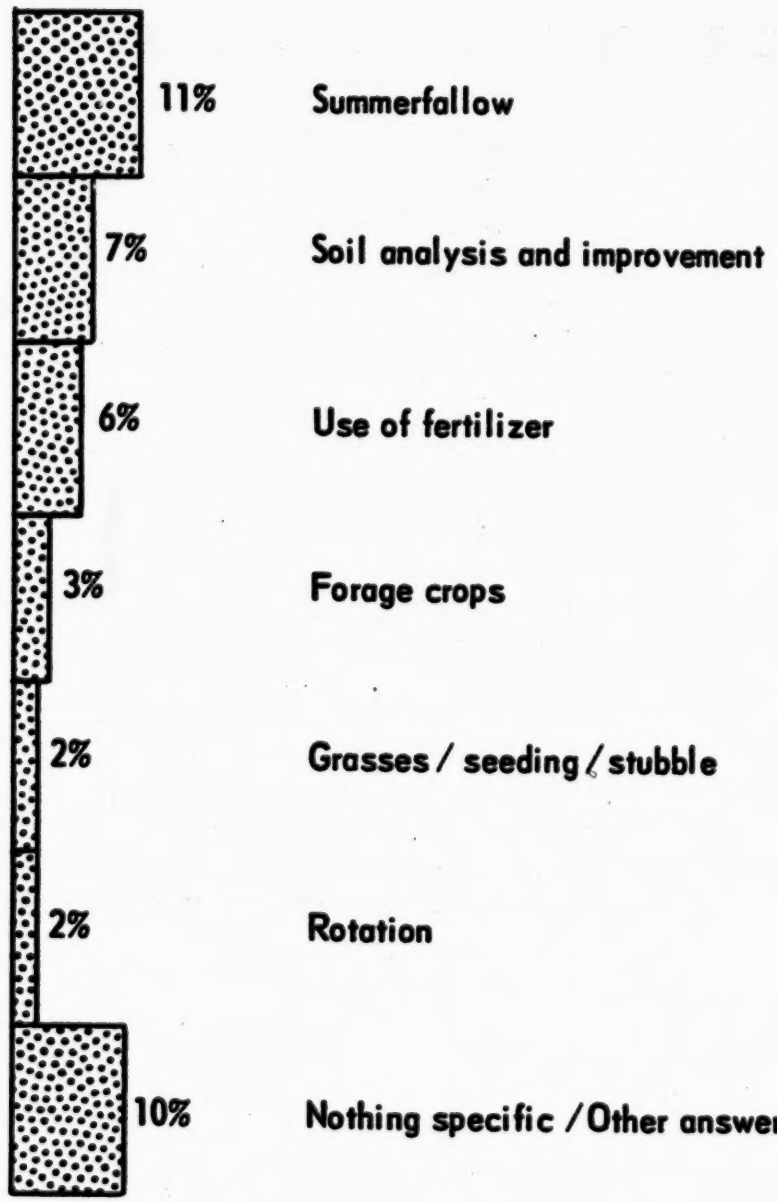
- There were no significant differences between the three provinces in the relative emphasis placed on these various topics.

CHART S11

WHAT WAS FOUND PARTICULARLY USEFUL IN THE MONDAY PROGRAM

SASKATCHEWAN





BASE: Number of farmers who viewed this program (585)

WHAT FARMERS FELT THEY HAD LEARNED FROM THE TUESDAY PROGRAM

- Among the 63 per cent of farmers who felt they had learned something from the Tuesday (forage) program the topic most frequently mentioned in this context - by about a sixth (16 per cent) of those who watched this program - was 'the importance of forage crops'. Almost as many references (14 per cent) were made to 'pasture management'. Topics mentioned less frequently are as shown.

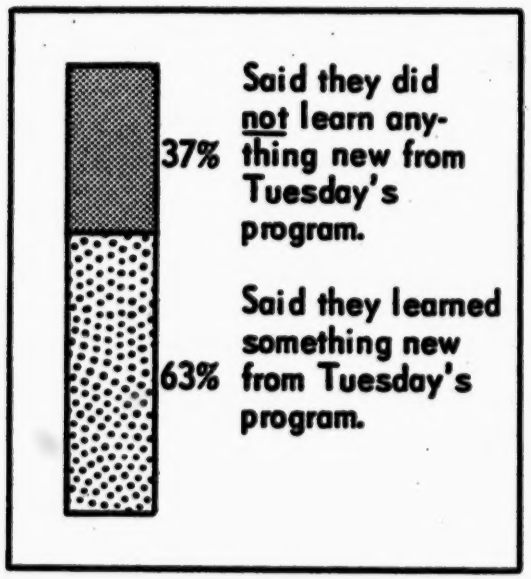
- In all three provinces there were frequent references to what might be called the essentially 'visual' aspects of the pasture management section of this Tuesday program - the photographs and the models. Other parts of this program did not have these advantages to the same extent and it would seem not unlikely that this may have contributed to making this pasture management section of the program as memorable to the audience as it was.

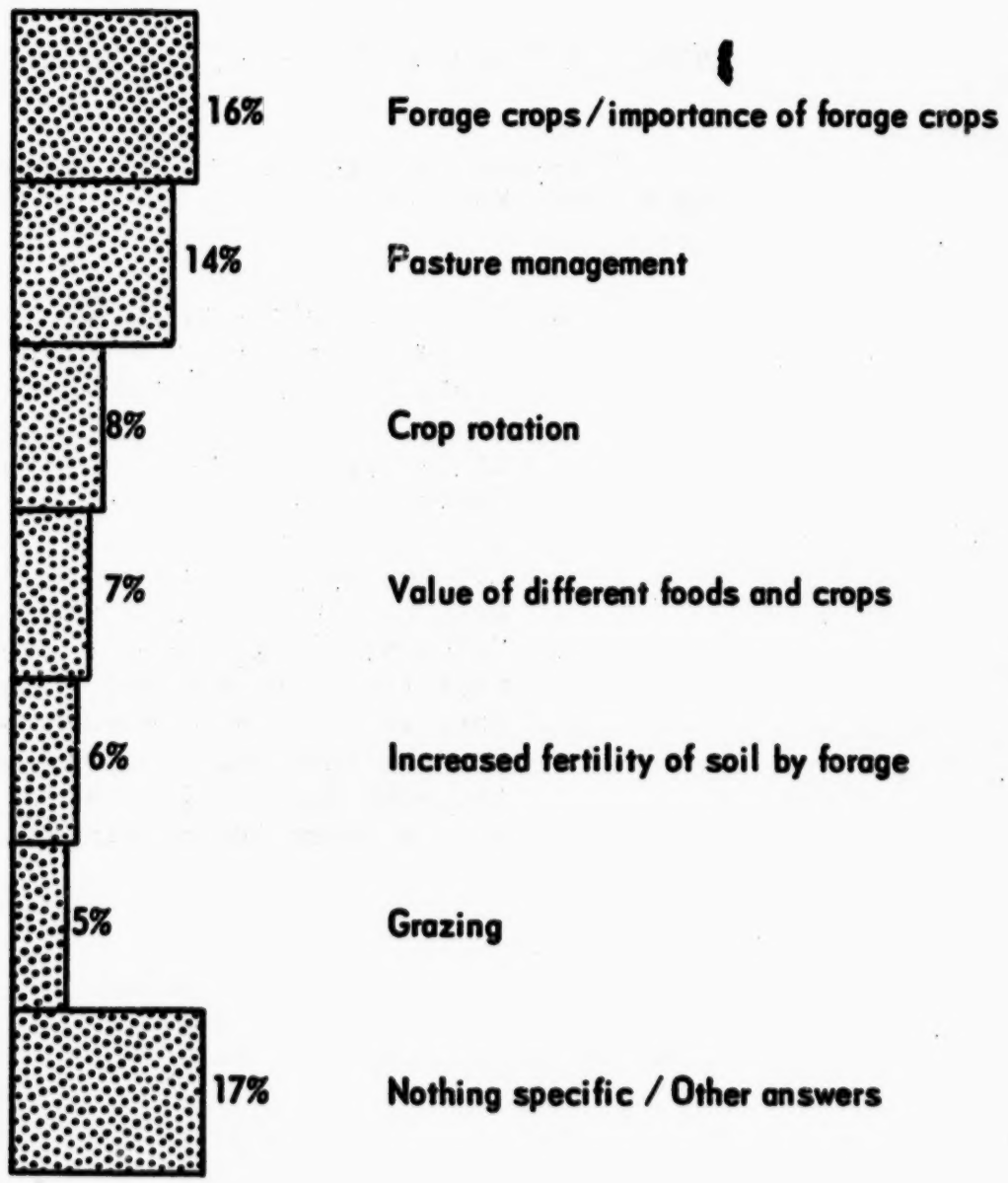
- Inter-provincial differences in this context were not great. Such differences as there were however tended to suggest that Saskatchewan farmers were relatively more interested in the forage crops sections of this program than were farmers in Manitoba or Alberta who placed rather greater emphasis on what they felt they had learned from this program about pasture management.

CHART S12

WHAT FARMERS FELT THEY HAD LEARNED FROM THE TUESDAY PROGRAM

SASKATCHEWAN





BASE: Number of farmers who viewed this program (543)

WHAT WAS FOUND PARTICULARLY USEFUL IN THE TUESDAY PROGRAM

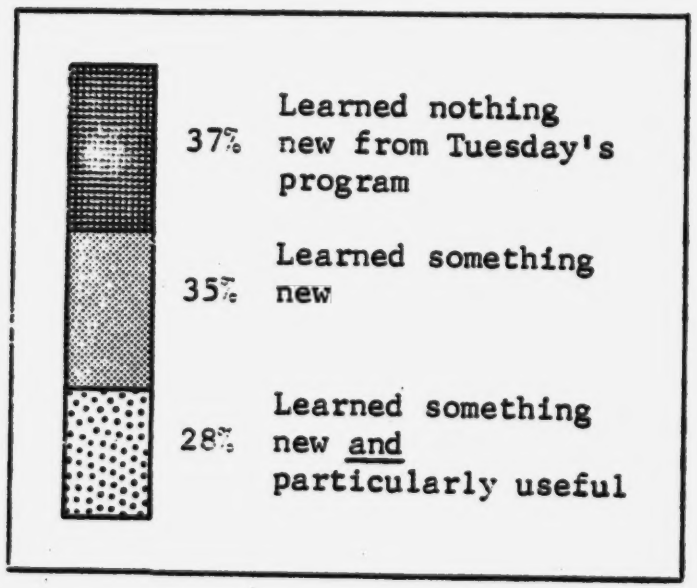
This was the program which, in Saskatchewan, was less frequently mentioned than any other as having provided information of practical use.

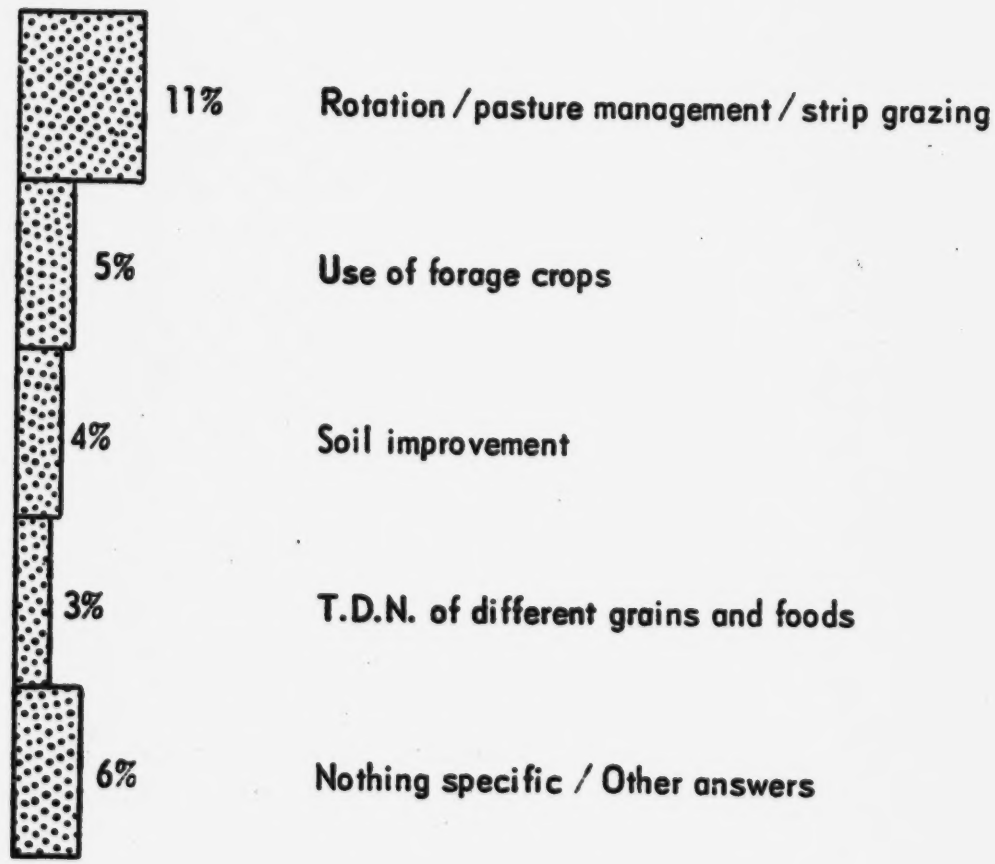
- As in the other two provinces, most references to useful information fall under the broad heading 'rotation, pasture management, and strip grazing', the 'rotation' here referring to the last section of the program on 'The Secondary Value of Forage Crops'. This is not an altogether satisfactory classification since the 'rotation' here refers not to the pasture management section of the program but to the final section on 'The Secondary Value of Forage Crops'. However these references were few in number and it can be stated definitely that it was the pasture management section of this program that was felt on the whole to have produced the most practically useful information. So also in the other two provinces.

CHART S13

WHAT WAS FOUND PARTICULARLY USEFUL IN THE TUESDAY PROGRAM

SASKATCHEWAN





BASE: Number of farmers who viewed this program (543)

WHAT FARMERS FELT THEY HAD LEARNED FROM THE WEDNESDAY PROGRAM

- The two items mentioned most frequently by those who felt they had learned something from this Wednesday (beef cattle) program were:

  (a) handling the herd - with references to corrals, chutes, and gates (by 12 per cent of all who had seen the program), and

  (b) feeding - mentioned under the headings of general references to feeding, and feed activities (by a total of 18 per cent of viewers).

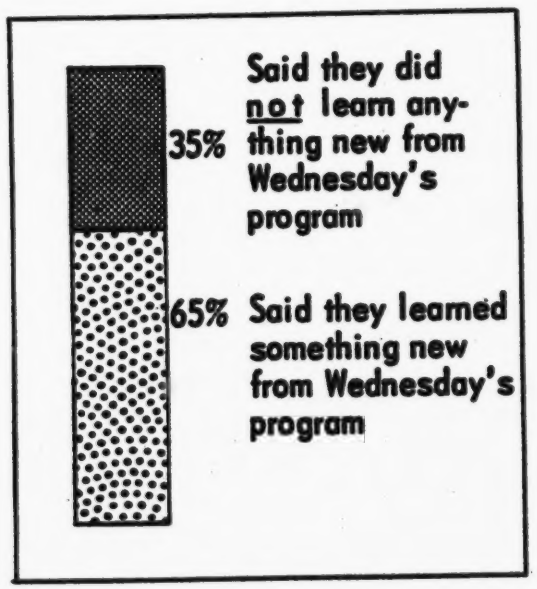
- Other topics mentioned as sources of new information were: improving the herd and performance testing (mentioned by 8 per cent), cow-calf management (by 7 per cent), and the cost of calf-raising (by 5 per cent).

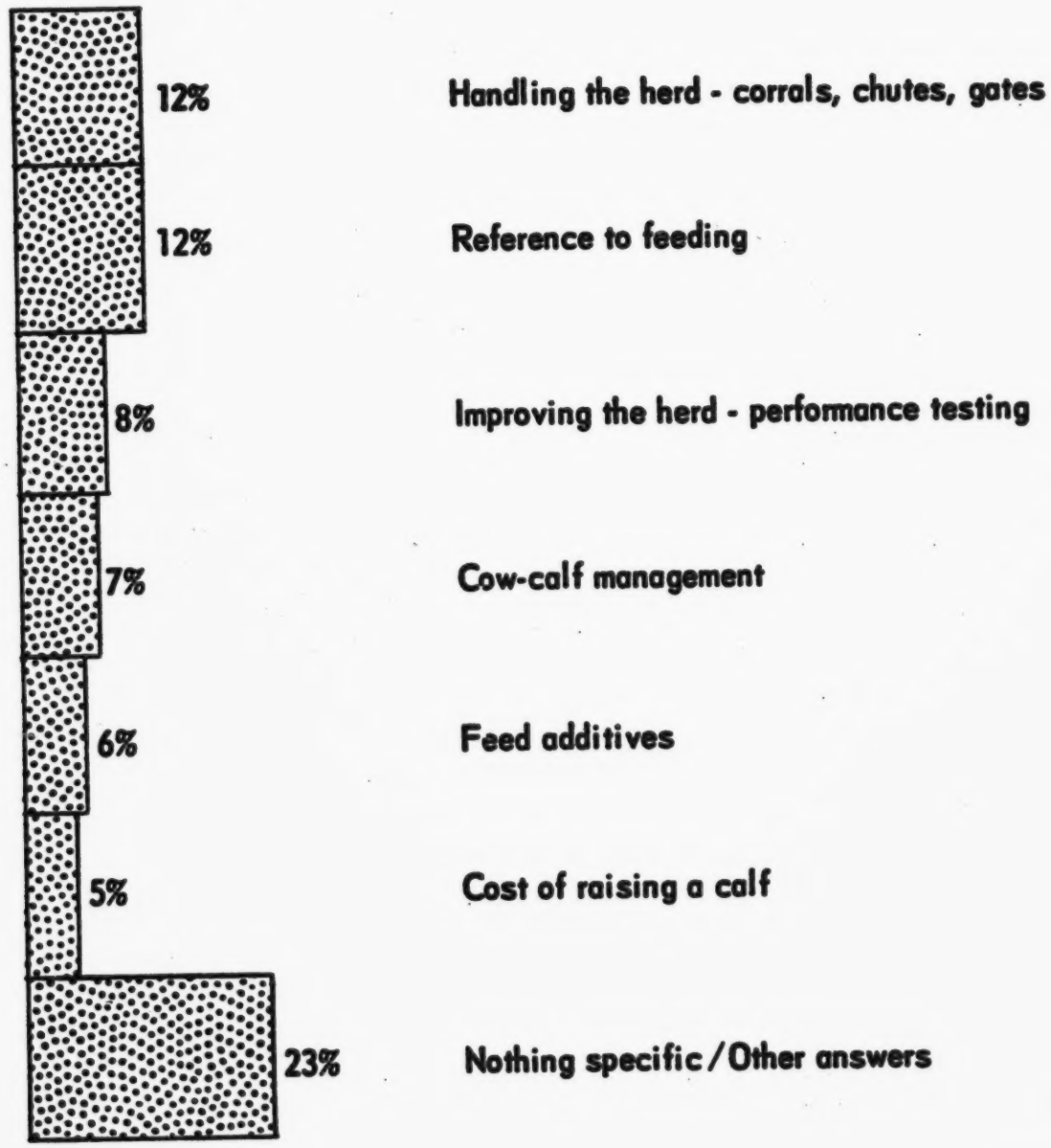
- Farmers in each of the three provinces mentioned these same points with virtually the same degree of relative emphasis.

CHART S14

WHAT FARMERS FELT THEY HAD LEARNED FROM THE WEDNESDAY PROGRAM

SASKATCHEWAN





BASE: Number of farmers who viewed this program (570)

WHAT WAS FOUND PARTICULARLY USEFUL IN THE WEDNESDAY PROGRAM

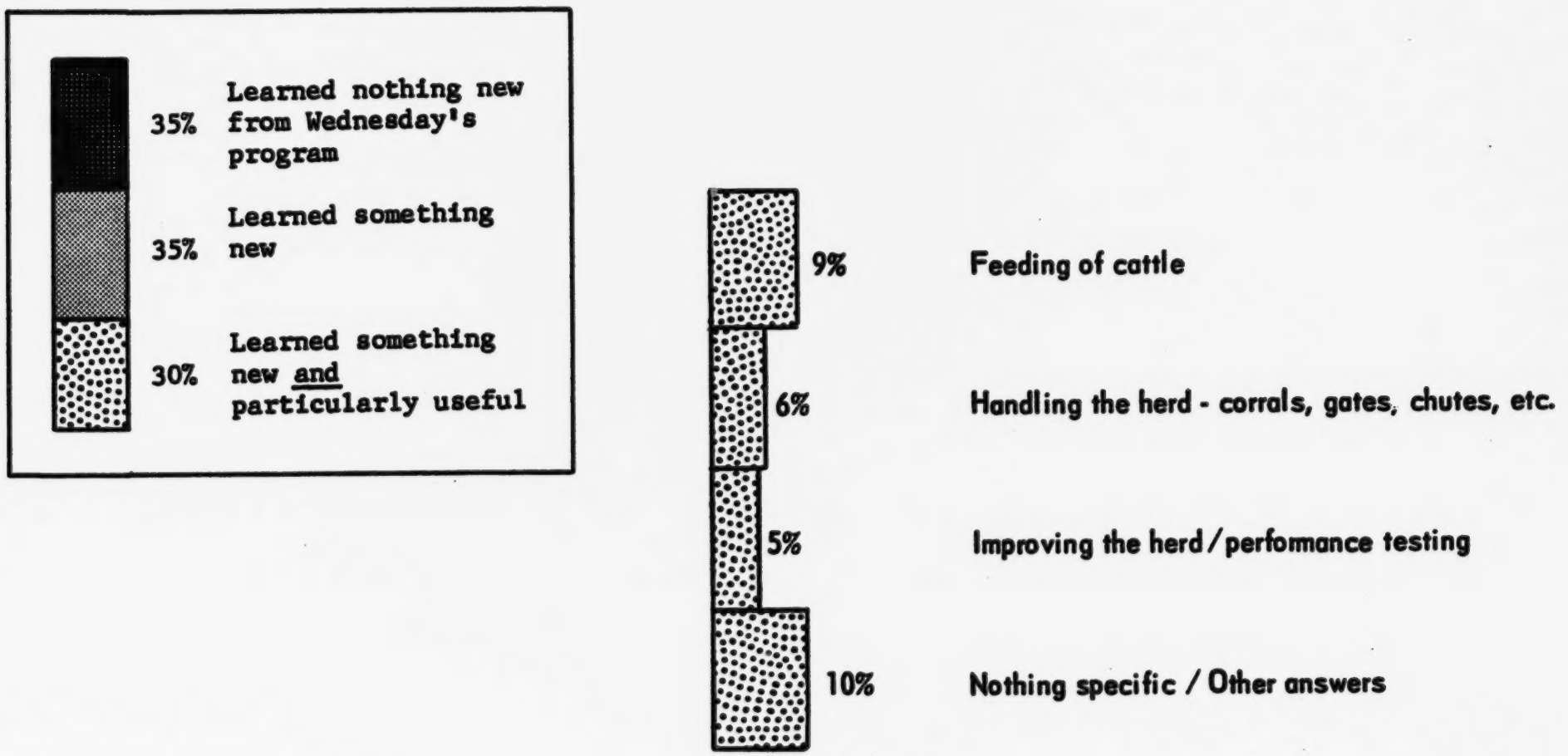
- Among the 30 per cent of viewers of this Wednesday program who felt they had learned something particularly useful from it, the three topics most frequently referred to in this context were the same ones which had been mentioned most often as providing new information (as indicated in the immediately preceding chart) - namely, cattle feeding, handling the herd, and improving the herd with added references to performance testing.

- These were the same points made by viewers of this program in the other two provinces.

CHART S15

WHAT WAS FOUND PARTICULARLY USEFUL IN THE WEDNESDAY PROGRAM

SASKATCHEWAN



BASE: Number of farmers who viewed this program (570)

WHAT FARMERS FELT THEY HAD LEARNED FROM THE THURSDAY PROGRAM

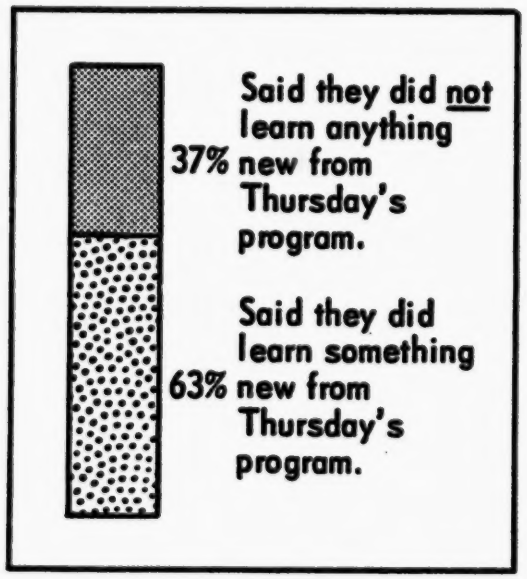
- Among the 63 per cent of viewers of the Thursday (beef cattle) program who felt they had learned something new from it, the section of the program most frequently mentioned as having provided new information was that concerned with feeding programs, and mixing vitamins - a reference primarily to that part of the program covered by Dr. Stringham. About a quarter of all farmers who watched made some reference to this subject matter. In Manitoba and Alberta also this was the one feature of the program much more frequently mentioned than any other.

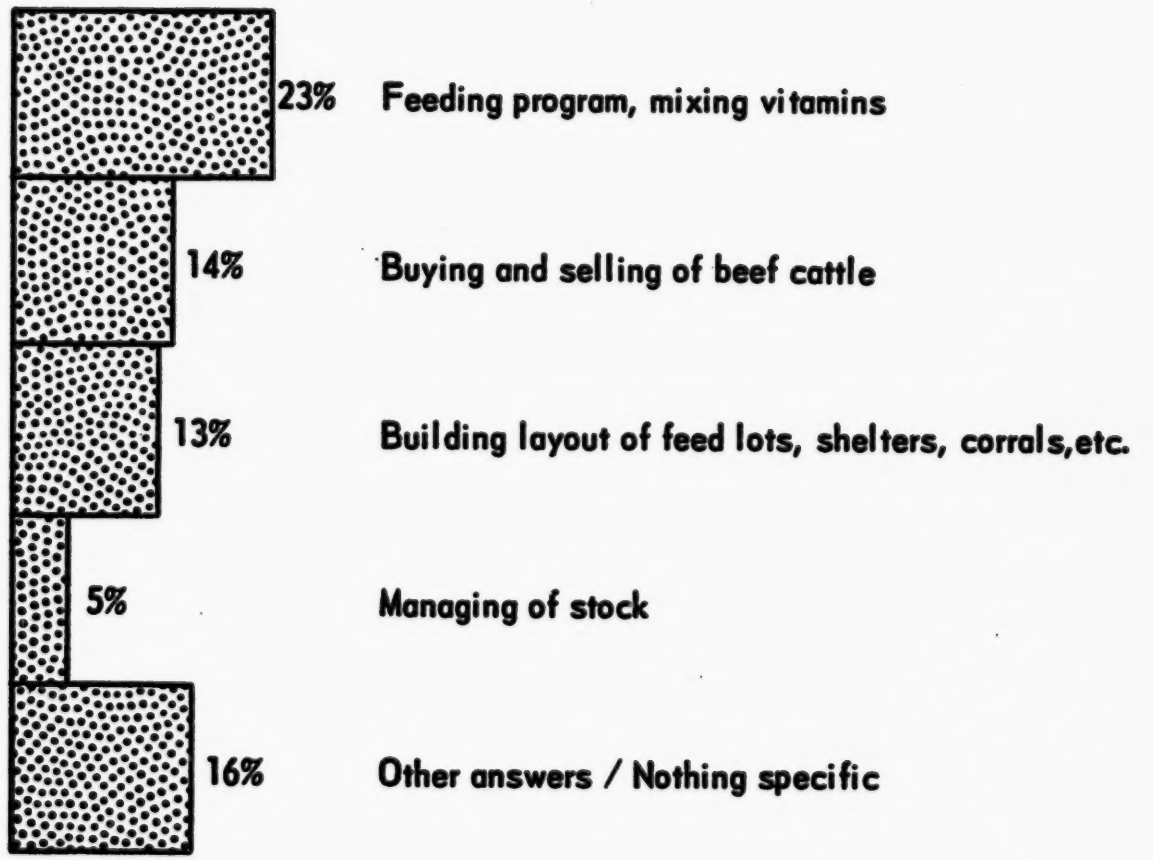
- The other two sections of the program most often referred to as having provided new information were those sections dealing with the buying and selling of beef cattle and with the building layout of feed lots, shelters and corrals.

CHART S16

WHAT FARMERS FELT THEY HAD LEARNED FROM THE THURSDAY PROGRAM

SASKATCHEWAN





BASE: Number of farmers who viewed this program (565)

WHAT WAS FOUND PARTICULARLY USEFUL IN THE THURSDAY PROGRAM

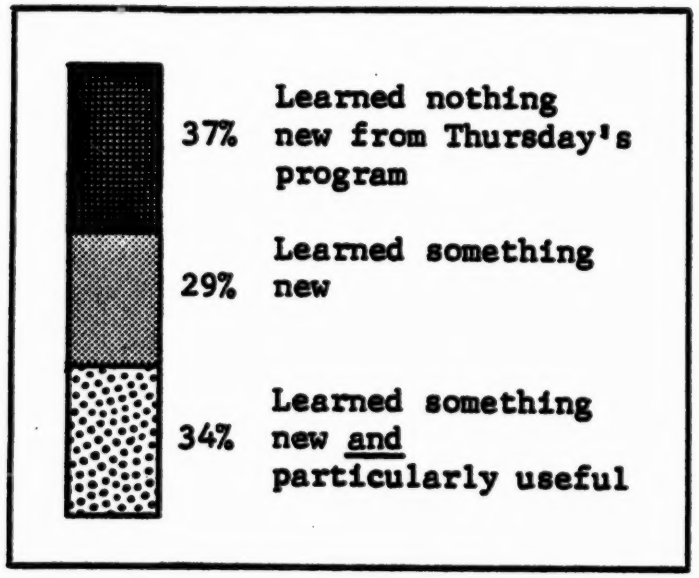
- The items found particularly useful in the Thursday program followed the same pattern as the references to those things that had been found new. Most frequently mentioned was information relating to feeding systems. Then came references to the buying and selling of beef cattle or to marketing matters in general. Other information mentioned as particularly useful related to buildings and equipment.

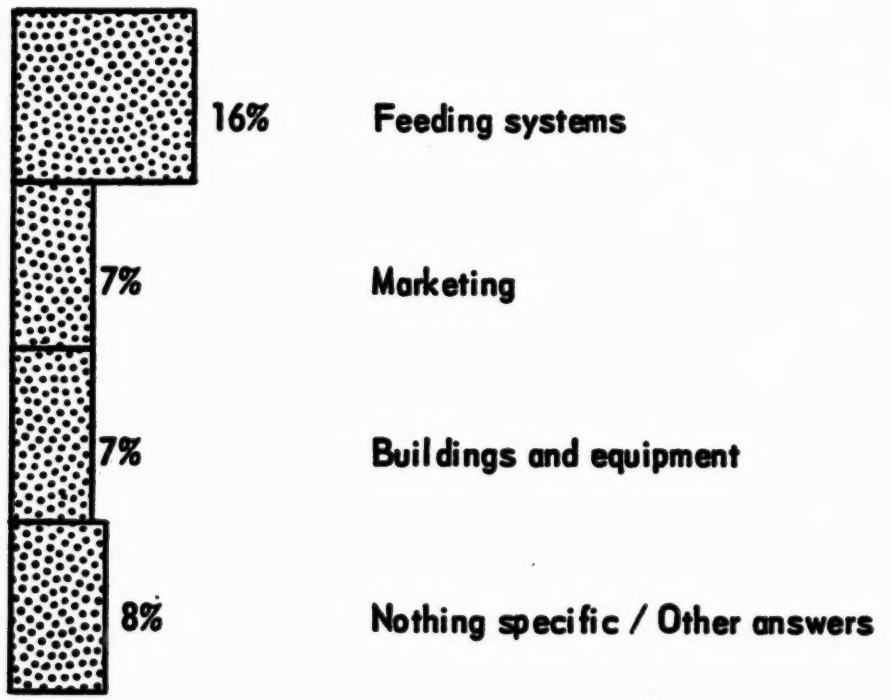
- In Manitoba and Alberta also these were the features of this program felt to be of greatest practical usefulness.

CHART S17

WHAT WAS FOUND PARTICULARLY USEFUL IN THE THURSDAY PROGRAM

SASKATCHEWAN





BASE: Number of farmers who viewed this program (565)

WHAT FARMERS FELT THEY HAD LEARNED FROM THE FRIDAY PROGRAM

As already noted, this Friday program on farmstead improvement, broadcast to Saskatchewan audiences only, was felt by them to be the most practically useful program of the five and also one of the two programs (the Monday soil program was the other) from which they had learned most. (See page 130 and CHART S9). What did they feel they had learned from this program that was new to them?

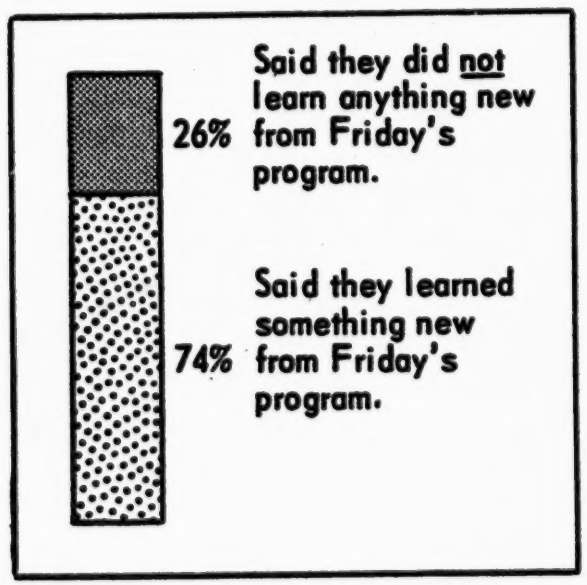
- Most frequently mentioned were points relating to the best kind of layout for farm buildings and yards. A huge 39 per cent of farmers who watched the program made references of this kind. No other single subject, in any program, in any province, was commented on so frequently in reply to this question about new information obtained from these broadcasts. There can be no doubt that this section of the program on farmstead layout made a very considerable impression in this respect. Many favorable comments, it may be added, were made about the effective use of models and photographs in this section of the program.

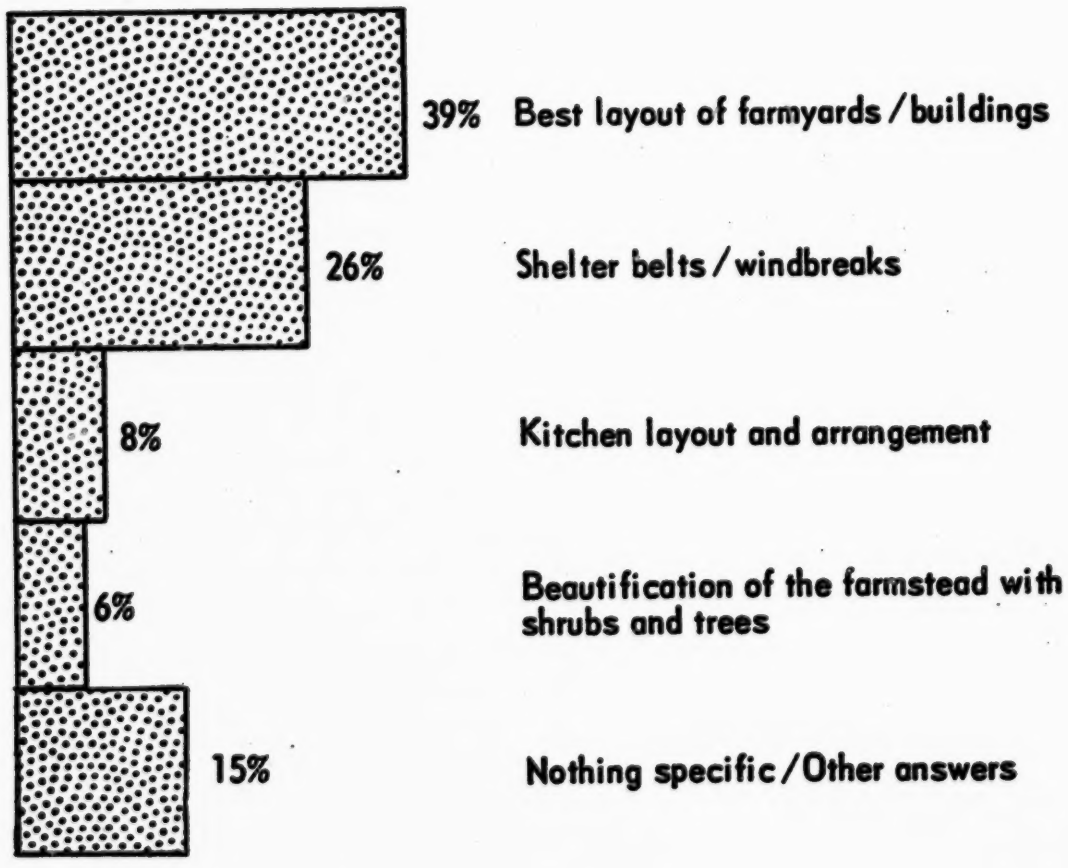
- Many references were also made by viewers to what they had learned from the program about shelter belts and windbreaks. This was the second most frequently mentioned topic in the program - commented on by a quarter of all viewers. Other less frequent references were to kitchen layouts and arrangements, and the beautifying of the farmstead through the use of shrubs and trees.

CHART S18

WHAT FARMERS FELT THEY HAD LEARNED FROM THE FRIDAY PROGRAM

SASKATCHEWAN





BASE: Number of farmers who viewed this program

(541)

WHAT WAS FOUND PARTICULARLY USEFUL IN THE FRIDAY PROGRAM

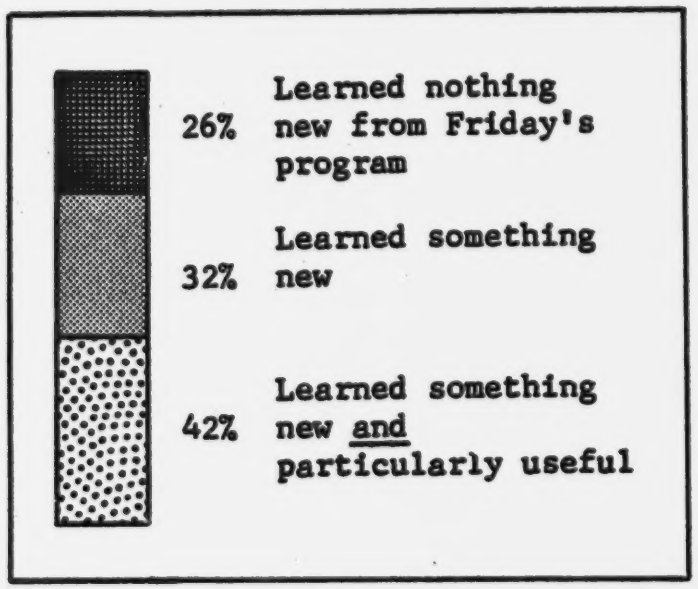
- Following what has just been said about the considerable impact of that section of the Friday program dealing with the layout of farm yards and buildings, it is of special interest that this was not the information imparted by the program which was most widely felt by farmers to be of particular use to them. This distinction was accorded to that section of the program which dealt with shelter belts and windbreaks. A reasonable inference would be, therefore, that while much of the information that was provided about layouts and arrangements of buildings and yards was certainly new, and of interest to many farmers, it would seem not to have had quite as much practical, perhaps immediate value to them in their day-to-day activities on the farm as the information which they got from the program on shelter belts and windbreaks. This is not to say of course that the latter information was in fact more valuable to the audience; it merely indicates that this was how they regarded it - an important distinction which ought never to be lost sight of in an audience study of this kind.

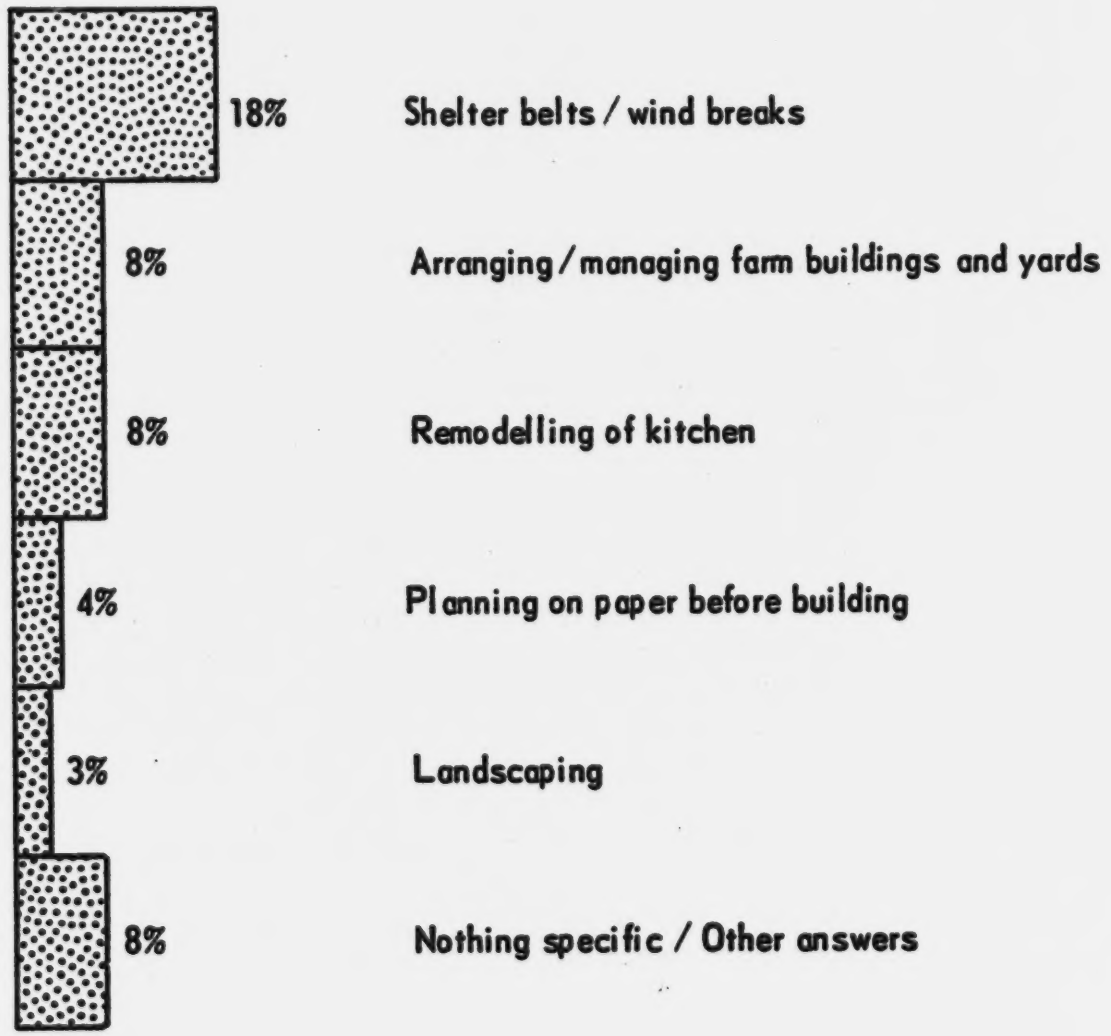
- The usefulness of information on the layout and arrangements of buildings and yards, and on kitchen remodelling, seemed to have impressed viewers to about the same degree. Other points felt to be of particular use concerned pre-planning before building, and information on landscaping.

CHART S19

WHAT WAS FOUND PARTICULARLY USEFUL IN THE FRIDAY PROGRAM

SASKATCHEWAN





BASE: Number of farmers who viewed this program (541)

EXTENT TO WHICH FARMERS FELT THAT THE PROGRAMS COULD HAVE BEEN 'BETTER FOR THEMSELVES'

Implicit in many of the answers given to these questions about 'new' and 'useful' information were certain comments on the programs not having done all that some people felt they might have done. In order to provide some measure of the extent of this feeling, the specific question was asked of those who watched each program: "Was there any part (of this program) that you felt could have been better for you yourself?" On the next few pages are described the various types of critical and other comments levelled at the different programs. First, however, a measure of the total extent of feelings of this kind:

- As the figures on the opposite page show, audiences to each of the five programs differed considerably in the extent to which they felt that the program could have been better than it was. Indeed this is the most striking characteristic of these Saskatchewan results - the large variation in audience reaction from day to day, on the whole much greater than in Manitoba or in Alberta.

- The Monday (soil) program was far and away the program which it was most widely felt could have been better, with as many as 41 per cent of those who saw it expressing this view. Next came the Tuesday (forage crops) program with 27 per cent giving this as their opinion. Then the Friday (farmstead improvement) program with 21 per cent and the Thursday (beef cattle) program with 19 per cent. The other beef cattle program, on Wednesday, drew the smallest number of replies suggesting that it could have been better than it was.

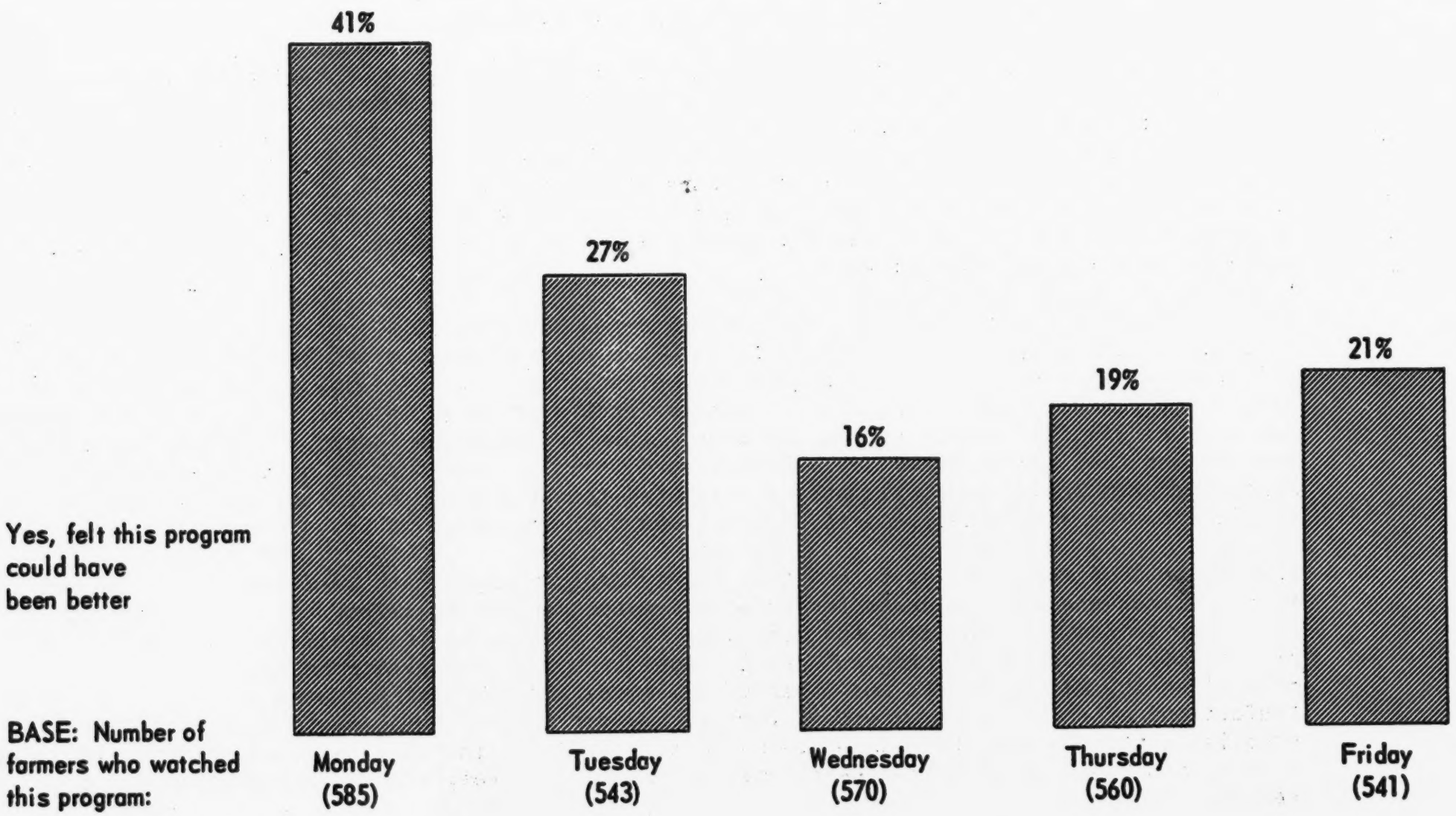
- The point needs to be made at once that the programs most widely felt to be 'improvable' in this sense are not necessarily those which most failed to satisfy those who watched them. A particular program may be felt to have done a very effective job; nonetheless its content may be such that possible ways of improving it may come easily to mind. Or again, a program may be felt by a large section of its audience to be so lacking in interest to them that they just cannot see many ways of improving it without changing its whole character. As noted earlier in the Manitoba section of the report (page 34), this was how many Manitoba farmers reacted to the Friday Manitoba program.

- In fact the only proper way to treat these program-to-program differences in audience reaction on this particular question is to accept them literally. Some programs, for one reason or another, are felt to be more 'improvable' - though not necessarily more in need of improvement - than others. The much more important information (which is what our questions were really designed to elicit) concerns the form that it was felt these improvements might take. This is the subject of the next few pages.

CHART S20

EXTENT TO WHICH FARMERS FELT THAT THE PROGRAMS COULD HAVE BEEN "BETTER FOR THEMSELVES"

SASKATCHEWAN



WAYS IN WHICH FARMERS FELT THE MONDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

- The single point most frequently made of the Monday (soil) program, by 26 per cent of all Saskatchewan farmers who watched it, was that they would have liked the program to have dealt more fully with their own area, their own type of farm. A further 10 per cent felt the Monday program could have been more specific, more detailed. These two kinds of comment are obviously closely related, indeed in some cases almost indistinguishable. In effect, what this amounts to is that, in total, over a third of all farmers in Saskatchewan who saw this program felt that it wasn't talking directly enough to them, not dealing adequately with their particular interests and area problems.

- We shall find this same type of criticism levelled to some degree at most other programs in the series, not only by Saskatchewan farmers but by farmers in Manitoba and Alberta too. However, it has to be recorded that, whereas in Manitoba this Monday program was criticised on this account no more heavily than most of the other programs, in Saskatchewan and Alberta this type of criticism was directed much more at the Monday program than at any other - particularly in Saskatchewan where the feeling was very widespread among viewers that they would have been better served had the program dealt more specifically with conditions and problems in their own type of area.

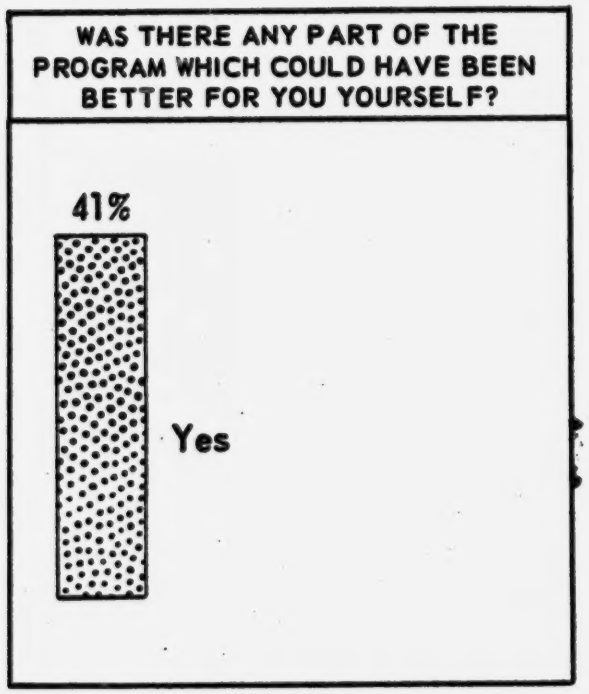
- At the same time it is important not to exaggerate this program's apparent weakness in this respect. After all, some two-thirds of the Saskatchewan audience offered no spontaneous criticism of this kind. This in itself can be regarded as a considerable achievement by a single program on soils and land use, considering the great variety of soil zones that exist not only across the Prairie region but even within Saskatchewan itself. In fact, the main conclusions that can be drawn are relative ones, namely, that outside of Manitoba this Monday program drew more complaints of this kind than any other and, second, that such criticisms were more widespread in Saskatchewan than in either of the other two provinces.

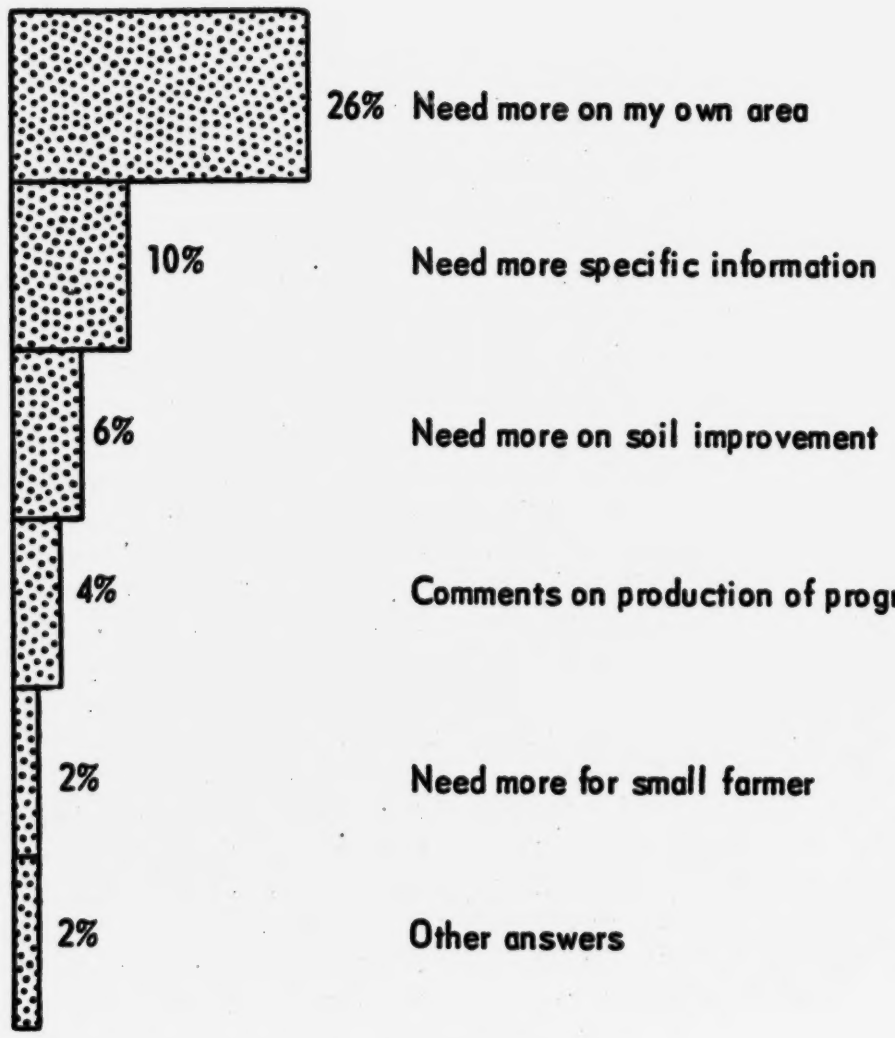
- Few suggestions were made as to how this Monday program might have been improved in other ways. There were some requests for more information on how to effect soil improvements, and a few comments on the need for more time to be devoted to the small farmer. Under the heading of 'production of program' are included a number of suggestions about perhaps making more effective use of charts and other visual aids, and the advantages of demonstrating 'before and after' effects on actual farms. However none of these minor suggestions were peculiar either to Saskatchewan or to the Monday program; the same types of comments were made by Manitoba and Alberta viewers and, in varying degrees, about other programs in the series.

CHART S21

WAYS IN WHICH THE FARMERS FELT THE MONDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

SASKATCHEWAN





BASE: Number of farmers who viewed (585)

WAYS IN WHICH FARMERS FELT THE TUESDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

- The Tuesday program on pasture management and forage crops drew from viewers the same two main types of comment as did the Monday program - the need for more information 'in my own area' and the need for more specific information. A total of 22 per cent of viewers made comments of this kind.

- In this Tuesday program, perhaps even more so than in the case of the Monday program, it was not difficult to locate the basis for these suggestions, made by viewers in all three provinces, that the program could have been more specific and personally relevant. Various grazing practices were described in the program and the point was made, very reasonably, that the farmer's own choice would have to depend on such factors as the amount of moisture available, the type of livestock enterprise, the size of the farm, the land value, and the skill of the operator. Most viewers regarded this as sufficiently specific guidance for their own needs but a minority did not and it was they who complained. Obviously it is difficult to satisfy everyone.

- Similarly, in another part of the program the point was made that the right decision as to the amount of perennial forage required could only be decided after a study of the results of local experimentation, the farmer's own personal preference, and an analysis of the returns from the various farm programs. Here again, this was enough for most of the audience, but some complained that information of this kind was not sufficiently specific for their needs.

- It is certainly important to know that, among a minority of viewers, defects of this kind in the program were felt to exist. What should be kept firmly in mind however is that these are very definitely minority opinions and that in a program of this kind, to take steps to satisfy this minority by spelling out <u>too</u> much <u>too</u> specifically, could make the program less attractive to those who do not feel the same need for detail. Obviously the answer lies in striking a balance that will best serve the needs of the audience as a whole and the aims of those responsible for the series.

CHART S22

WAYS IN WHICH THE FARMERS FELT THE TUESDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

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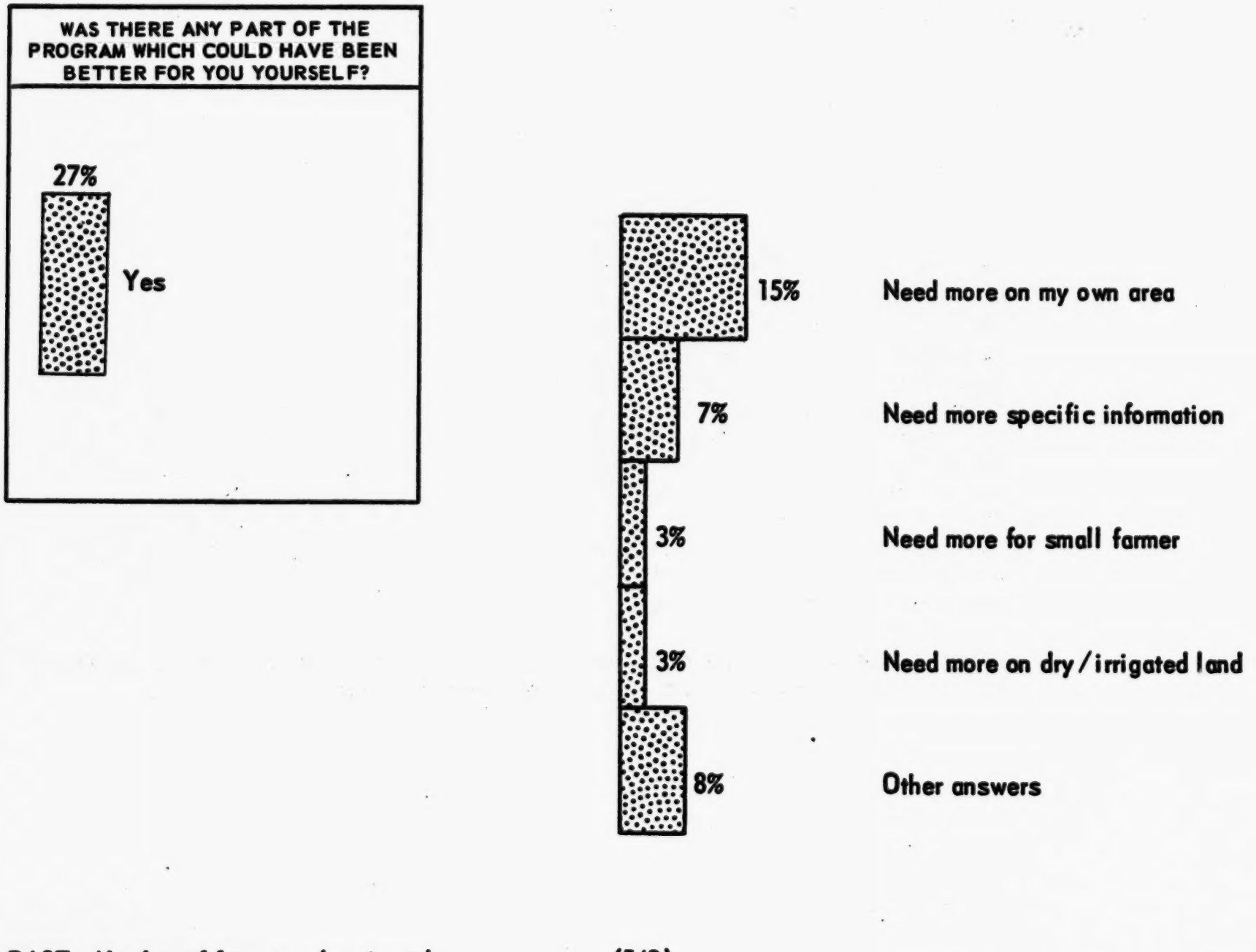

BASE: Number of farmers who viewed (543)

WAYS IN WHICH FARMERS FELT THE WEDNESDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

- Of the relatively few suggestions made for improving this Wednesday program on beef cattle production, the suggestion made most frequently was that the program had not devoted enough attention to the needs of the small farmer. This was the same point made by Manitoba farmers about this program though in Manitoba, where 10 per cent of all farmers in the audience made this point, the concern appears to have been rather more widespread than in Saskatchewan.

- Exactly the same considerations apply here as those discussed in the Manitoba section of the report (page 64). In summary, the suggestion tended to be a criticism of the practical value of the program: those farmers who felt this way felt that the systems and facilities described in the program were on too large a scale and were too expensive for the average farmer to have any hope of using in his own operation. This is certainly a point that should have careful attention in the planning of further programs on this subject. However, here again it needs to be kept in mind that suggestions of this kind are very definitely minority opinions and should not be taken to represent the views of the audience as a whole.

- Other comments on ways of improving the Wednesday program were of the kind already discussed in regard to other programs.

CHART S23

WAYS IN WHICH THE FARMERS FELT THE WEDNESDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

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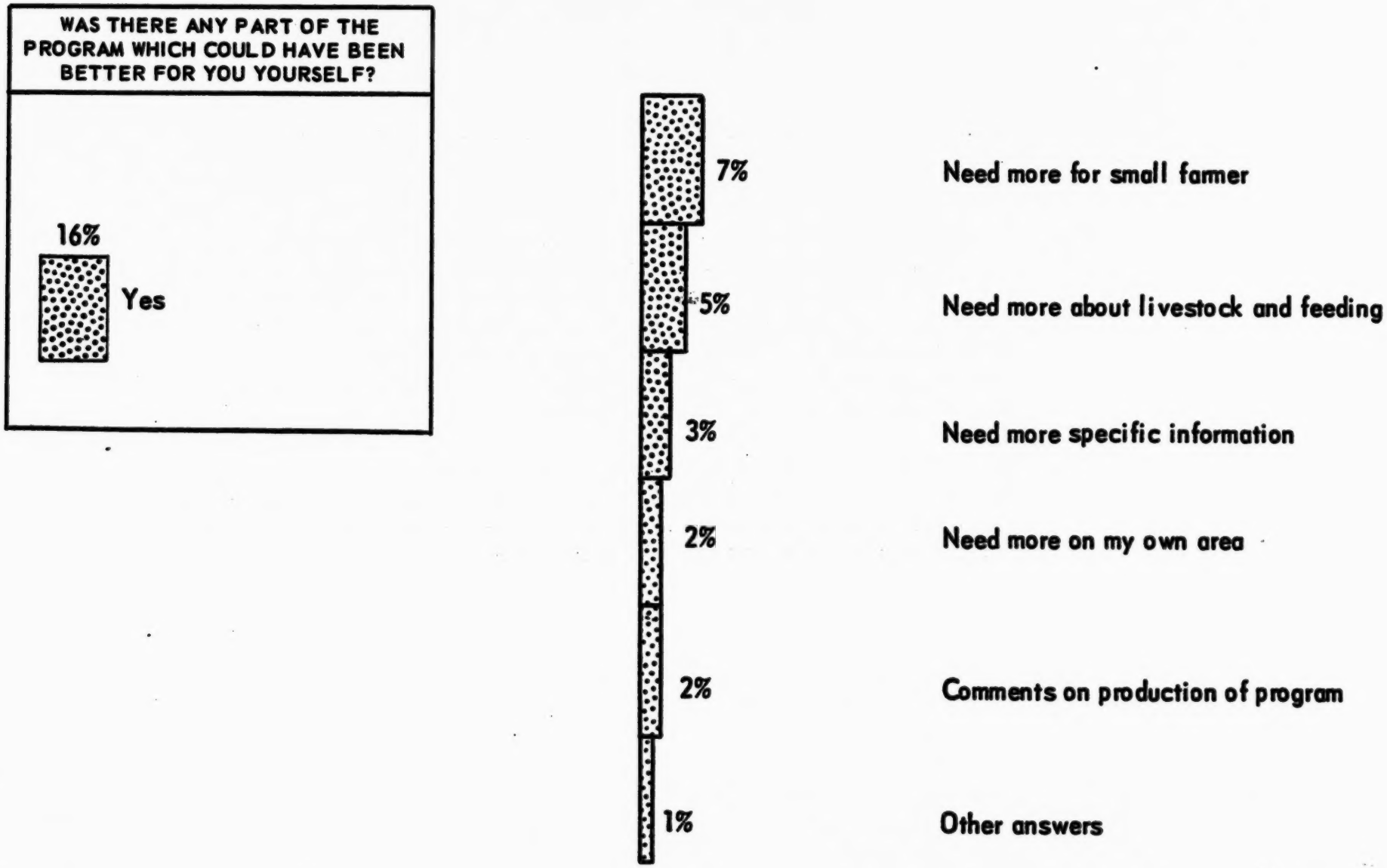


BASE: Number of farmers who viewed (570)

WAYS IN WHICH FARMERS FELT THE THURSDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

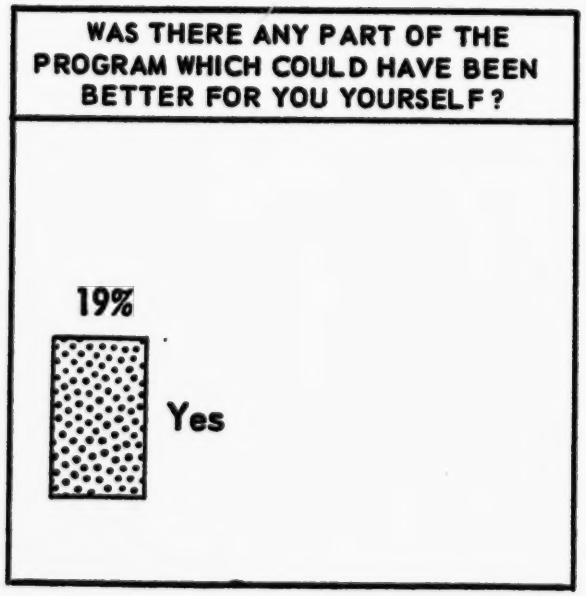
- Suggestions made as to how the other beef cattle program - the Thursday program - might have been better than it was, were of the same type as those directed at the Wednesday program. If anything, the Thursday program drew rather more complaints from Saskatchewan farmers than did the Wednesday program on this question of not having devoted enough attention to the small farmer.

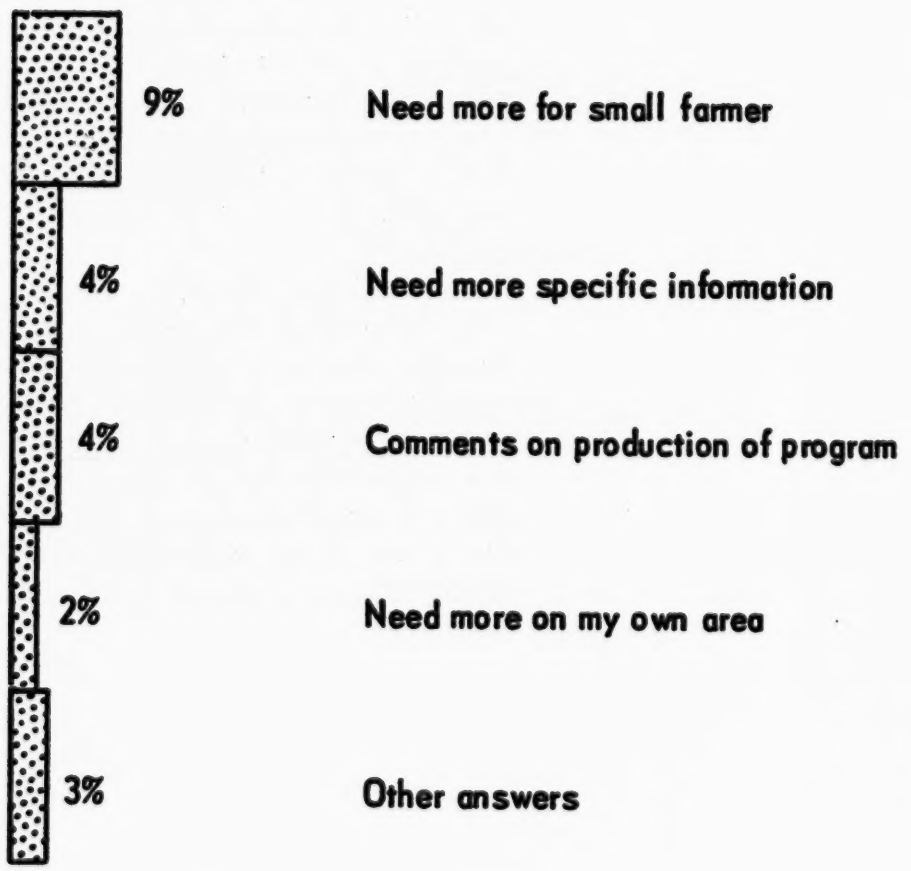
- In Alberta, on the other hand, this concern about the small farmer, and his not getting sufficient attention from these two beef cattle programs, was much less widespread, indeed almost negligible within the audience as a whole.

CHART S24

WAYS IN WHICH THE FARMERS FELT THE THURSDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

SASKATCHEWAN





BASE: Number of farmers who viewed (565)

WAYS IN WHICH FARMERS FELT THE FRIDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

- Those farmers who made suggestions as to how the Friday program on farm living might have been improved spread their comments fairly evenly over four or five points without giving strong emphasis to any of them. There were a few comments on the program not having spent enough time on the small farmer, about a lack of attention to spraying and pruning, a few critical comments on the production of the program, and a few from farmers who felt there should have been more in the program on their own area.

- A suggestion was also made, not one encountered previously, that there might have been more in this program for the farmer who was already 'set up'. This is related to the distinction, in some farmers' minds, between <u>ideal</u> layouts and the <u>improvement of existing</u> layouts. A few members of the audience made the point that the layouts presented in the program were not readily applicable to existing farms and that they would have welcomed more practical advice along these lines.

CHART S25

WAYS IN WHICH THE FARMERS FELT THE FRIDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

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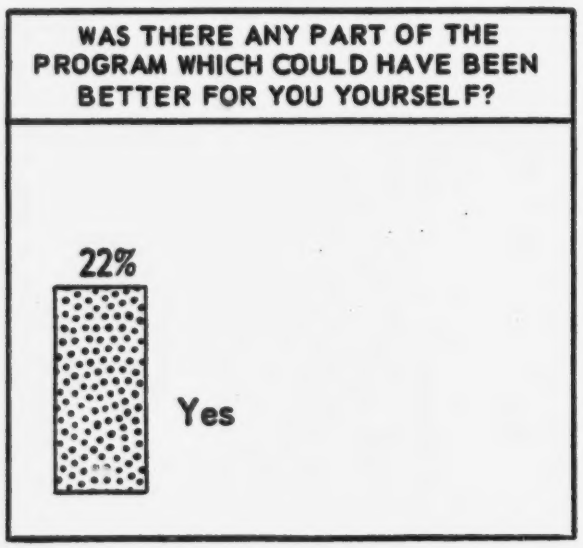

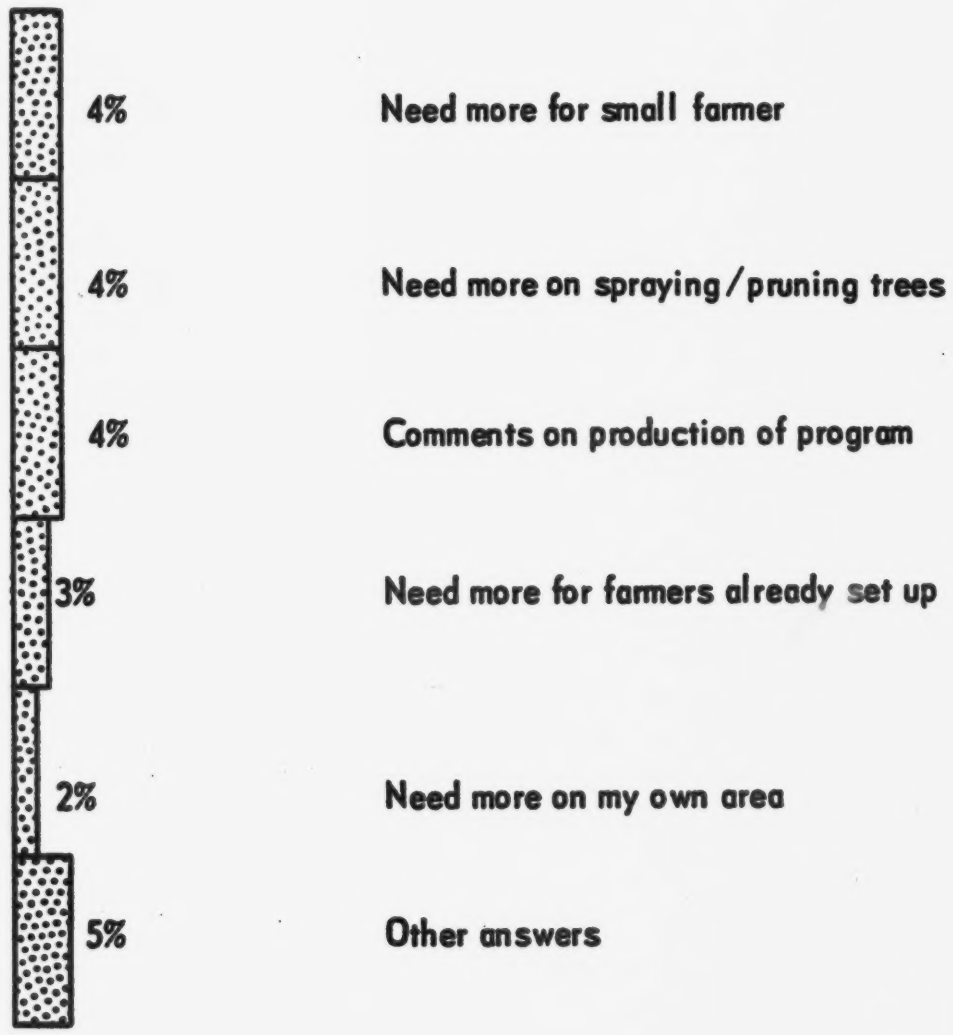

BASE: Number of farmers who viewed (541)

RELATIVE EMPHASIS ON CERTAIN WAYS IN WHICH IT WAS FELT THE SERIES AS A WHOLE MIGHT HAVE BEEN IMPROVED

Besides asking viewers of each day's program how that particular program might have been improved, we gave those viewers who had watched any part of the series the opportunity to suggest ways in which they felt the series as a whole might have been better than it was. We asked, first, "In general, how do you think these programs might have been made more useful for you yourself?" and, second, "Is there any way in which you would like to see the programs changed in future years?". As expected, these questions drew many suggestions which, while quite reasonable from an audience point of view, were quite impractical to implement in any future course of this kind: 'change the time of the program to mid-evening', 'make each program twice as long', 'have more programs'. Still other suggestions were, as anticipated, too vague or too obvious to be of any importance: 'make the program better', 'have new subjects', 'more of the same', and so on.

CHART S26 opposite cuts through all this by confining itself to those comments that can be regarded as meaningful, and by presenting them in the form of totals derived by adding the percentages of farmer viewers who mentioned these points in replying to one or other of the questions cited above. This provides an indication of the relative emphasis which farmers placed on these points within the general context of improving the content of the course.

- As illustrated, the suggestion most frequently made by Saskatchewan farmers who watched any part of the course was that there should have been more emphasis on local conditions, more 'for me, in my own area' - a complaint we have already noted. This, it may be added, was not the suggestion most frequently made in Manitoba in answer to these same questions. In Manitoba (see page 70), more concern was felt about small farmers not getting enough out of the course, and about the need for a course of this kind to devote more attention to livestock. These were only the No. 2 and No. 3 complaints in Saskatchewan where the need for more attention to be given to local conditions was given much higher priority. In Alberta, the priorities were rather different again. Here the need for the course to give more attention to local conditions, and the need for it to give more attention to livestock, were felt to be about equally important, with the claims of the small farmer apparently felt not to be nearly so pressing.

- One can only conclude from this that the needs and interests of Saskatchewan farmers tend to be affected more by local conditions than do those of farmers in the other two provinces, and that for this reason the course tended to be seen in Saskatchewan, more so than in Manitoba or in Alberta, as being somewhat insufficiently concerned with local problems.

CHART S26

RELATIVE EMPHASIS BY FARMERS ON WAYS OF IMPROVING CONTENT OF SERIES AS A WHOLE

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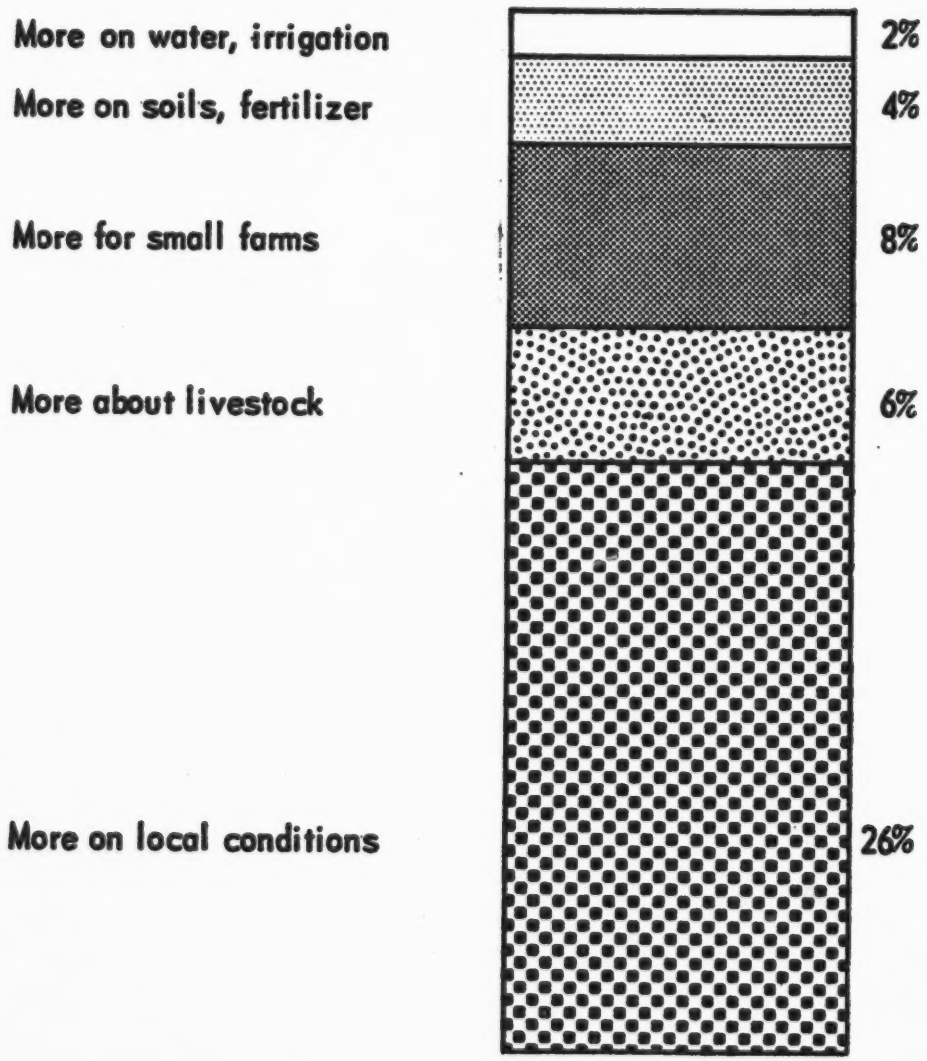

The figures in this graph were derived by summing the percentages of viewers who mentioned these topics in answering both these questions: "In general, how do you think these programs might have been made more useful for you yourself?" and "Is there any way in which you would like to see the programs changed in future years?" In each case the base for percentaging was the number of farmers who watched any part of these series: 884.

SUBJECTS WHICH FARMERS WOULD LIKE TO SEE COVERED IN FUTURE TV COURSES OF THIS KIND

Turning now from some of the supposed inadequacies of the present course to what farmers would like to see in the future, CHART S27 opposite shows the frequency with which various topics were mentioned when farmers - those who had watched the 1964 course and those who had not - were asked which subjects they would like covered in future courses of this kind.

- The six topics most frequently mentioned by Saskatchewan farmers included three which had been covered in the 1964 course. These were soils and fertilisers (mentioned by 15 per cent of farmers), livestock (mentioned by 14 per cent) and forage crops (by 10 per cent). The other three subjects referred to most frequently, which were not covered in the 1964 course, were machinery (mentioned by 14 per cent of farmers), grain (by 13 per cent) and hogs (by 9 per cent). This would seem as clear an indication as one could wish for that these are the subjects on which Saskatchewan farmers are most eager to have information.

- Other topics less frequently suggested for inclusion were farm management (mentioned by 6 per cent), weeds and insects (by 5 per cent) and water and irrigation, building, dairying and poultry (each by 3 per cent of farmers or less). Additionally, a substantial number of farmers who had watched some part of the 1964 course asked that a future course should include 'the same subjects as this year'.

- While there were certain differences in the extent to which farmers in Manitoba, Saskatchewan and Alberta emphasised the need for including various topics, it is a fact that four of the most frequently mentioned subjects - livestock, soils and fertilisers, forage crops and hogs - were among the half-dozen most sought after subjects in all three provinces. Such inter-provincial differences as did exist consisted mainly of (a) a somewhat greater emphasis on livestock in Alberta than in the other two provinces and (b) a particular emphasis on grain and on machinery in Saskatchewan.

CHART S27

SUBJECTS WHICH FARMERS WOULD LIKE COVERED IN FUTURE T.V. COURSES OF THIS KIND.

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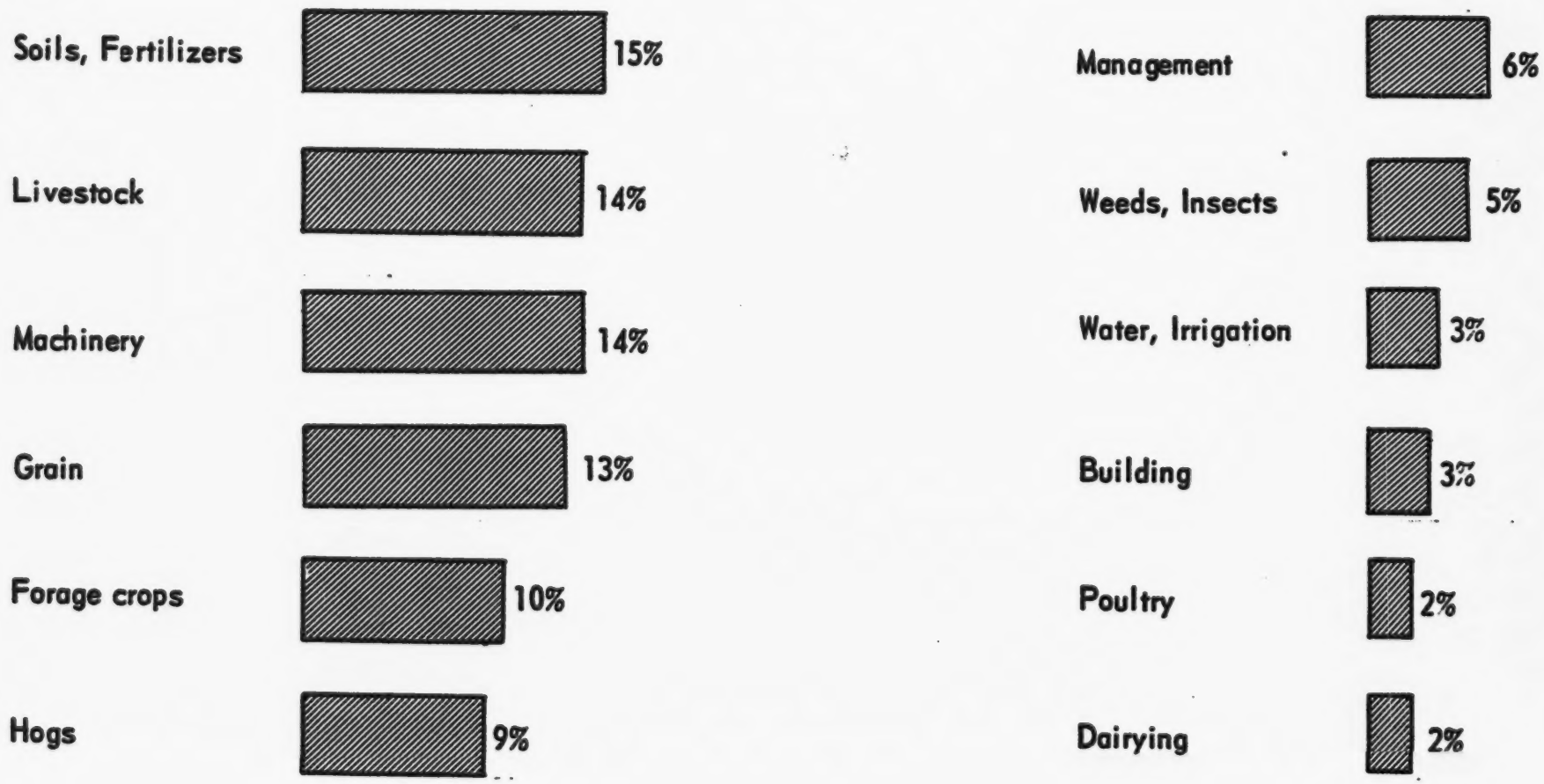


BASE: Farmers in T.V. households (1359)

GENERAL ATTITUDES TO THE COURSE

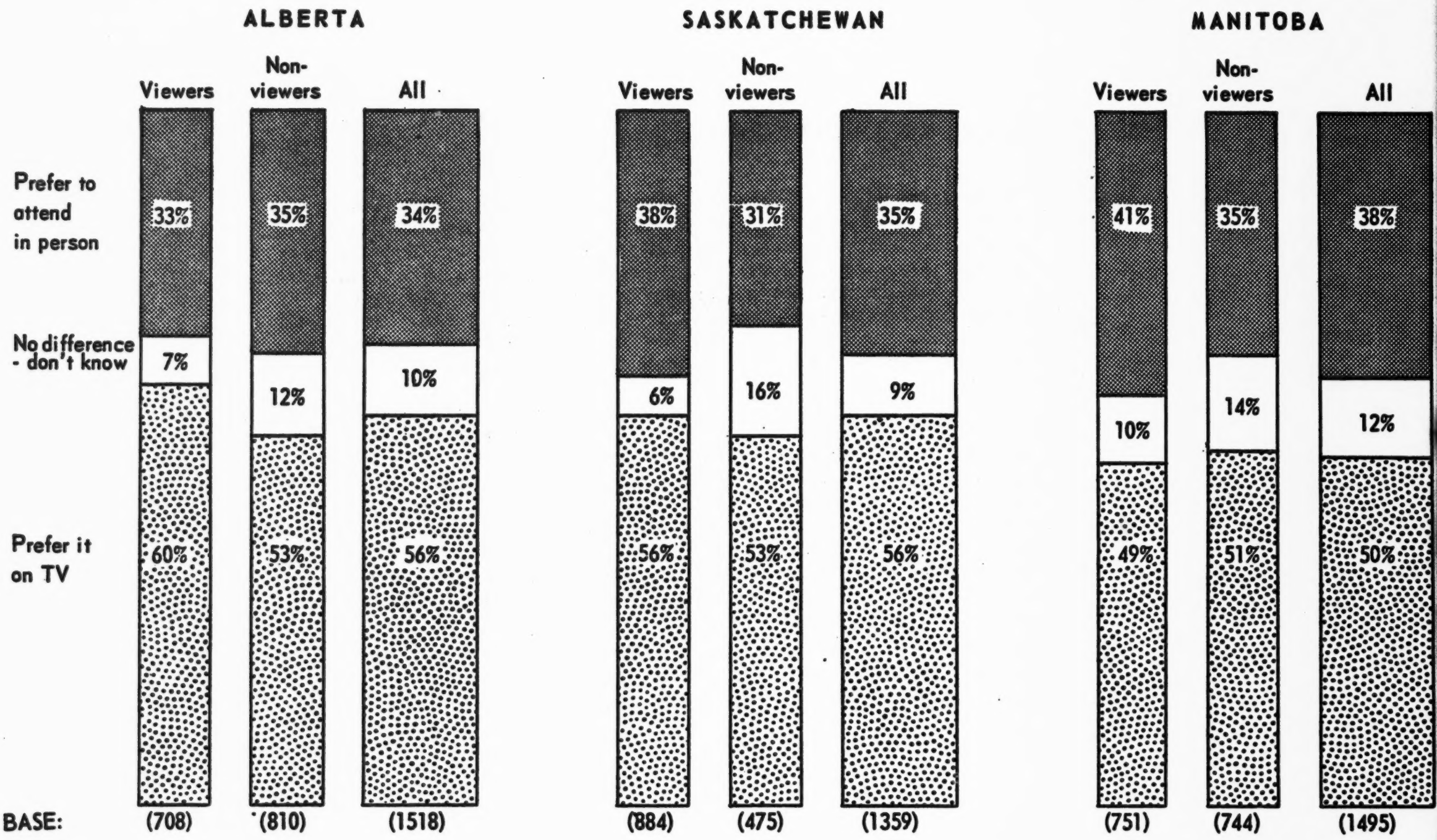
Two questions of a more general nature were asked in order to elicit farmers' views on a television series of this kind. First, given a choice between watching a course of this kind on TV or attending such a course in person, which would they choose? And second, how interested are they in the prospect of watching a further series of broadcasts of this kind next year? This is another occasion when it helps to consider the situation in Saskatchewan alongside the situation in each of the other two provinces. The relevant information is presented on the opposite page and overleaf:

- As shown in CHART S28, 56 per cent of Saskatchewan farmers, given the choice between watching the course on television or attending personally, opted for TV. 35 per cent said they would prefer to attend in person, and the remaining 9 per cent were undecided. Again (CHART S29), 92 per cent stated their intention of watching a course of this kind if presented on television next year, with 7 per cent 'not sure', and only 1 Saskatchewan farmer in every 100 in a TV-equipped household stating definitely that he would not watch.

- Needless to say, none of these answers can be accepted at their face value. Even if their intentions are genuine, many of those 92 per cent who say they will watch a course of this kind next year will certainly be unavailable or otherwise unable to do so. Moreover, the choice we offered in the other question, between attending a course in person or watching 'a similar course' on television, is a somewhat false choice since the two courses could hardly be 'similar' if one were presented on television and one were not. However, this was not the purpose of these questions. Rather they were asked in order to provide indications of viewers' general attitudes to what they had seen and what they expected to see again, plus non-viewers' attitudes to what they felt they had missed. Here the clear indications are that, to a very large extent, Saskatchewan farmers - and to much the same degree farmers in Manitoba and Alberta also - are favorably disposed to instructional television of this kind.

CHART S28

PREFERENCE FOR ATTENDING A COURSE OF THIS KIND IN PERSON OR FOR WATCHING IT ON TV



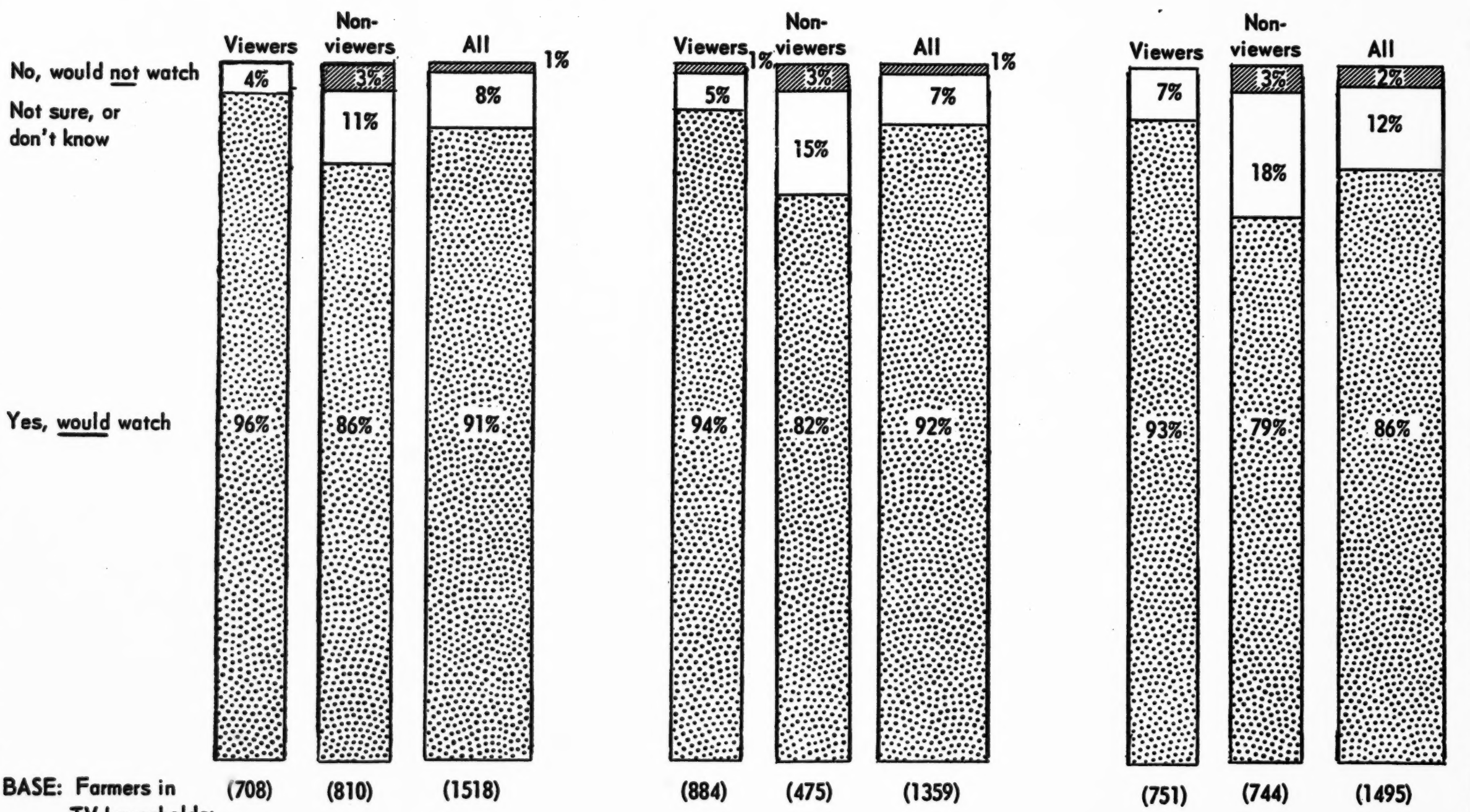
GENERAL ATTITUDES TO THE COURSE (continued)

- The differences shown in CHARTS S28 and S29 between those farmers who had watched some part of the 1964 course and those who had not are of particular interest. The higher proportions of 'don't knows' among non-viewers than among viewers no doubt reflects the greater difficulty they had in providing 'yes' or 'no' answers to these questions not having seen any part of this year's course. Aside from this, however, it is of note how relatively little difference there is between the answers of viewers and non-viewers to these questions.

- What this would seem clearly to indicate is that those farmers who did not watch this 1964 series of programs are not characterised by any special antipathy to the idea of instructional television of this kind. This tends to confirm the finding we discussed earlier that lack of interest in the course was a relatively minor determinant of non-viewing (see CHART S6), the more decisive factors being that the farmer was either too busy to watch, not aware beforehand that the course was being televised, or away from home at the time.

CHART S29

INTENTION TO WATCH IF A SIMILAR COURSE WERE PRESENTED ON TV NEXT YEAR



SECTION III

VARIATIONS IN AUDIENCE BEHAVIOUR ACCORDING TO:

TYPE OF FARM
SIZE OF FARM
AGE OF FARMER

It was one of the main aims of this course not merely to capture the attention and interest of a large number of farmers throughout the Prairie region, but also to make its appeal sufficiently widespread to interest the different categories of farmer making up the total farm population in each province. In this section of the report we re-examine some of the main findings already reported to see the extent to which they apply to farmers who derive their income from different types of farm enterprise, to farmers operating different sizes of farm, and to farmers of different ages.

AUDIENCES FROM DIFFERENT TYPES OF FARM

In Saskatchewan, did the audience for the series as a whole tend to come more from one 'type' of farm than from another? The figures opposite show the proportion of farmers who watched any part of the series according to the farmer's main source of income. Several farmers who indicated that they had more than one main source of income are included in more than one of the groups shown:

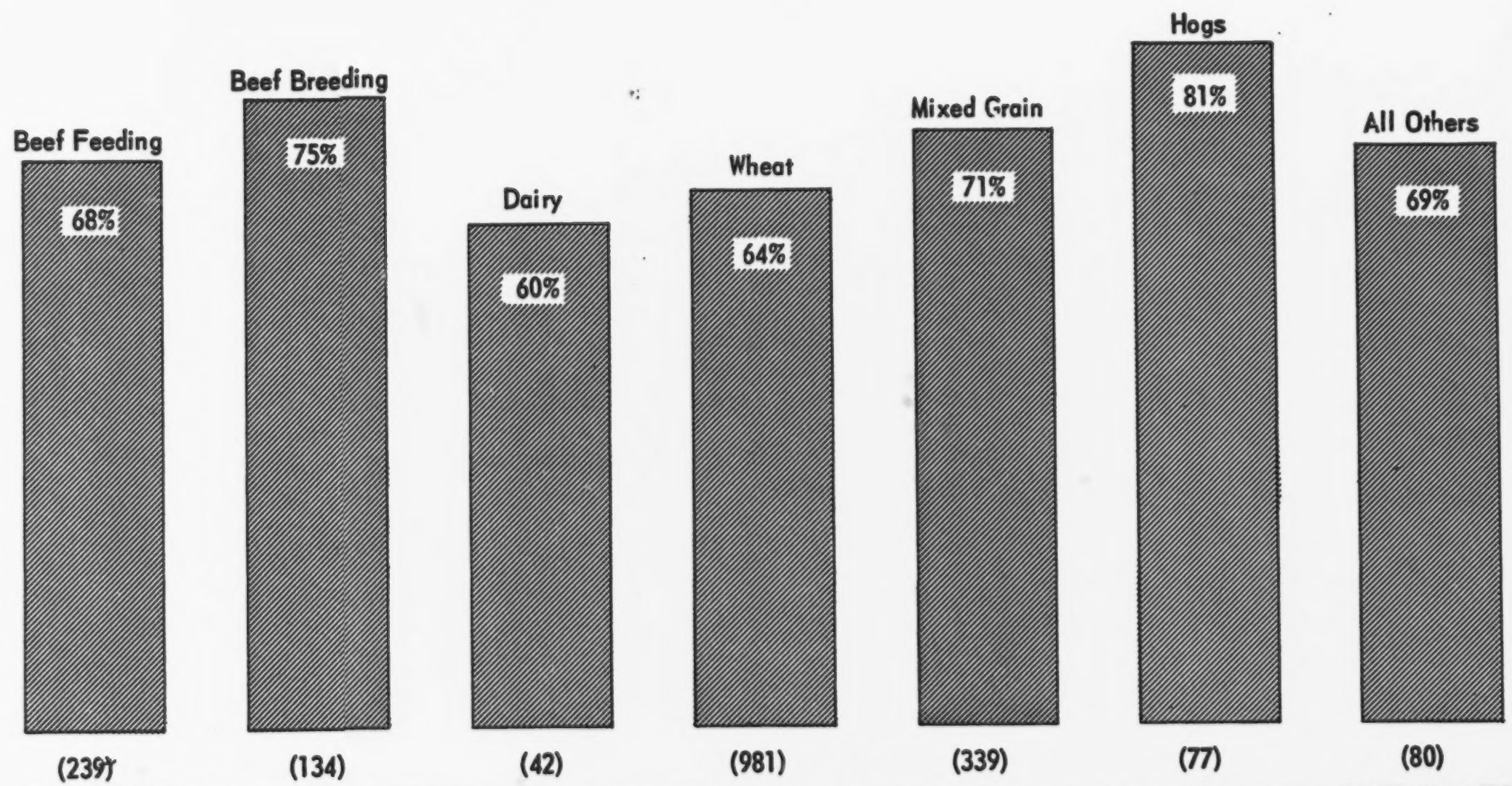
- What is clear at once is that the course drew a substantial audience from all major types of farms - farms specialising in beef feeding, beef breeding, dairying, wheat, mixed grain and hogs. In none of these groups did less than 60 per cent of farmers watch some part of the series. The main inference to be drawn from this is that, whatever they may have thought of the programs once they saw them, a wide cross-section of farmers in Saskatchewan apparently found the advance information sufficiently interesting to induce them to watch at least some part of the course.

- Within the range of variation between different groups, viewing was most widespread, interestingly enough, among the relatively small group of farmers who named hog farming as their chief source, or one of their chief sources, of farm income. (This also proved to be the case in Manitoba.) Viewing appears to have been least widespread among dairy farmers but, as will be seen, the actual number of Saskatchewan farmers who named dairying as a chief source of income was small and on this account the percentage figure indicating the extent of viewing is less reliable than it is in the case of the larger groups.

CHART S30

EXTENT TO WHICH FARMERS OPERATING DIFFERENT TYPES OF FARM WATCHED SOME PART OF THE SERIES

SASKATCHEWAN



AUDIENCE FOR EACH DAY'S PROGRAM - BY TYPE OF FARM

It was to be expected that certain programs, depending on the specialty of their content, would draw audience more heavily from some types of farm than others. CHART S31 opposite illustrates the situation.

- Beef cattle farmers were certainly somewhat more attracted by the Wednesday and Thursday beef cattle program than by the remaining programs in the series. This was true also of the small group who named dairying as their main source of income. The wheat, mixed grain and hog farmers, on the other hand exposed themselves more heavily to the Monday program on land use than to any of the other programs.

- These day-to-day variations in extent of viewing by different farm groups are relatively slight however, and the much more important inference to be drawn from these results is that they reveal no tendency for any of these main farm groups to boycott any one of the five programs. To a large extent this could be of course because few farmers are devoted exclusively to one enterprise and most of them expected to find at least something of interest to them in each program. Whether they did or not is indicated in the next chart.

EXTENT TO WHICH FARMERS OPERATING DIFFERENT TYPES OF FARI

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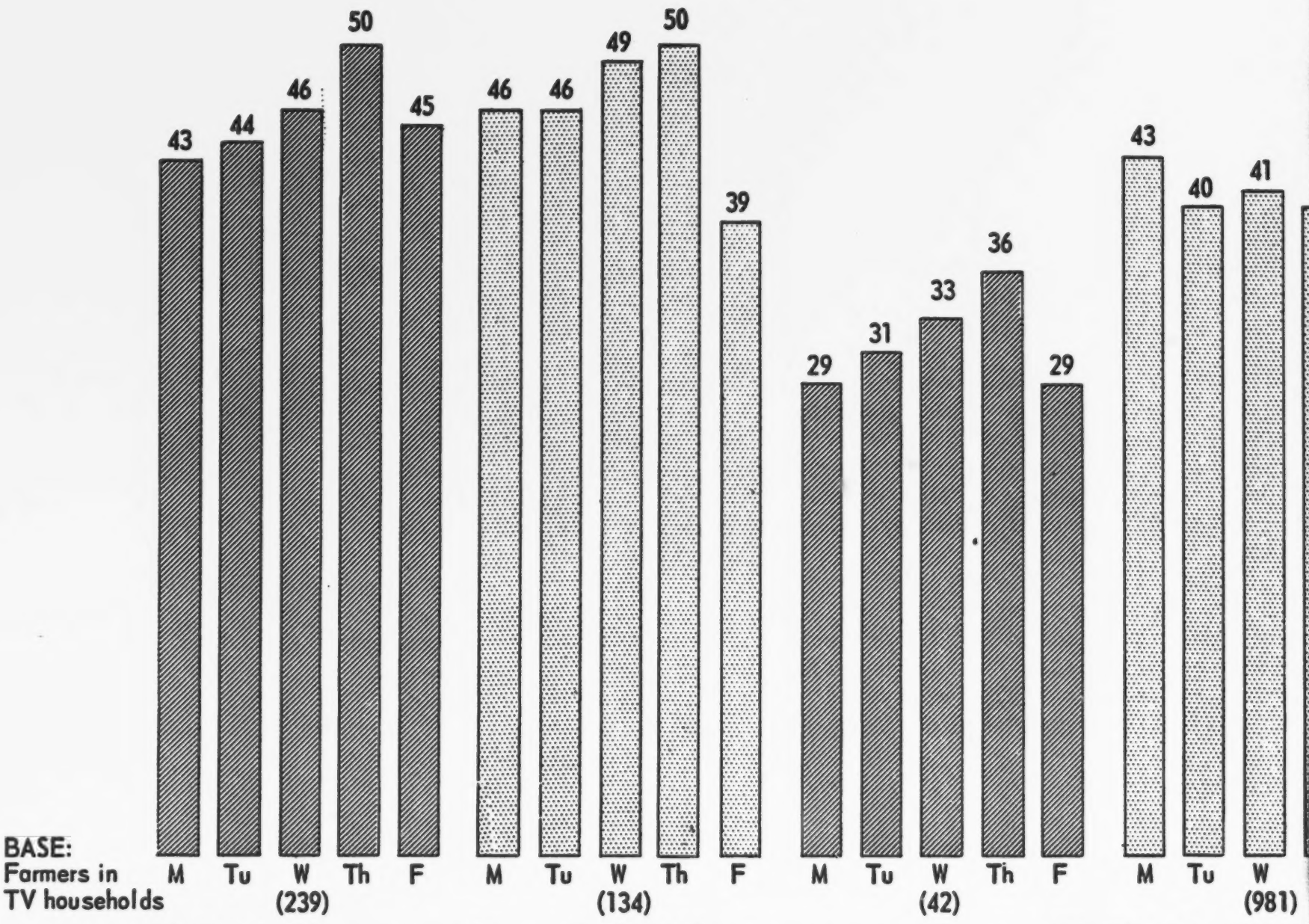

MONDAY: Land use and summerfallow. TUESDAY: Pasture management and forage. WEDNESDAY: Handling and

FRIDAY: Farmstead planning.

RATING DIFFERENT TYPES OF FARM WATCHED EACH DAY'S PROGRAM CHART S31

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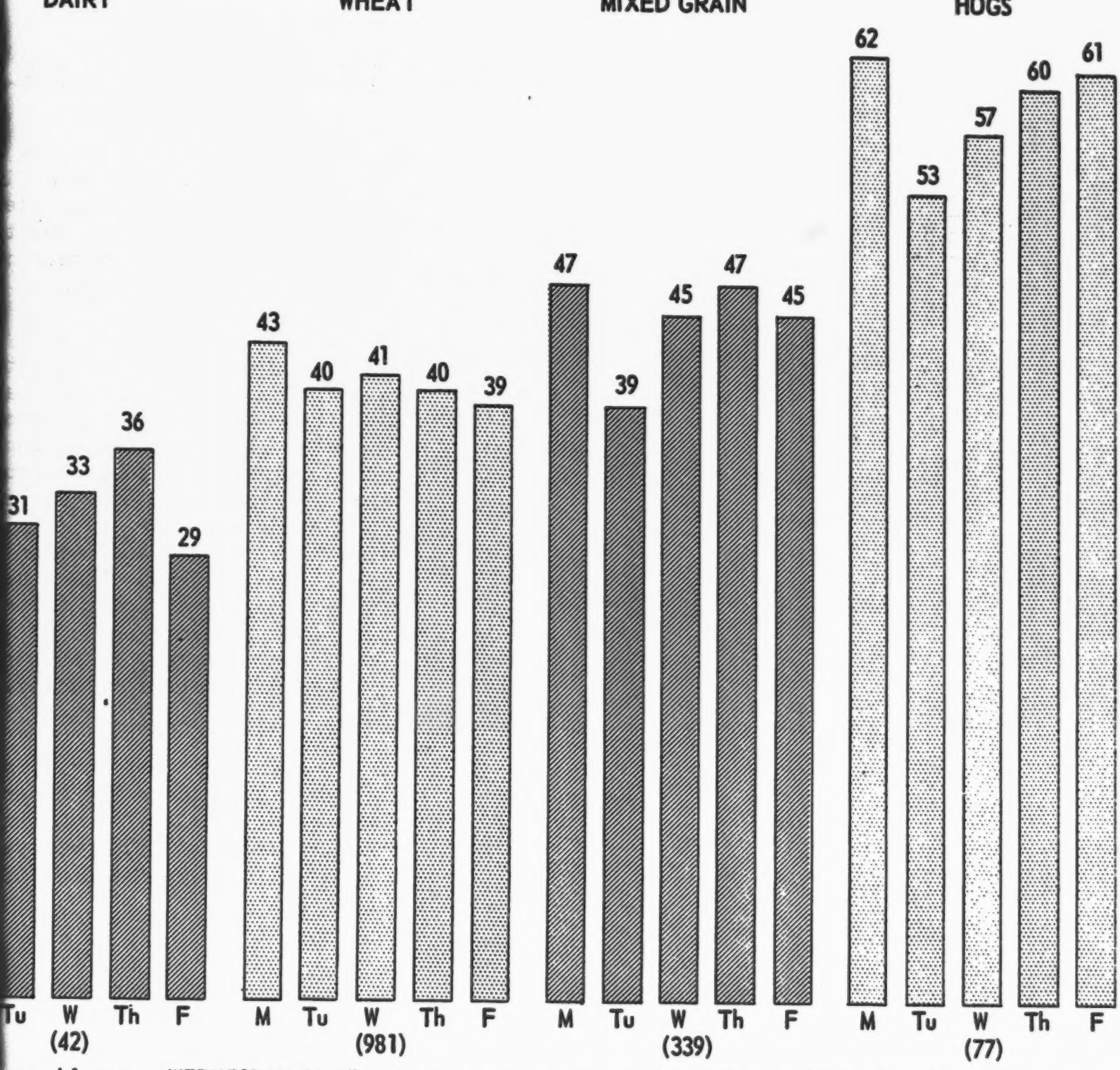


nt and forage. WEDNESDAY: Handling and improvement of beef cattle. THURSDAY: Beef cattle feeding.
FRIDAY: Farmstead planning.

INTEREST IN EACH DAY'S PROGRAM - BY TYPE OF FARM

- We indicated earlier that, in Saskatchewan, the Monday program on the whole seemed to interest its audience rather more than did any of the other four programs (see page 128). As CHART S32 shows, this was the reaction of wheat, mixed grain and hog farmers. Farmers specialising in beef cattle, on the other hand, tended to find the Wednesday program on beef breeding the most interesting of the five.

- Also to be noted is the fact that in Saskatchewan (and this is true also in Manitoba) beef cattle farmers found the Wednesday program on beef production much more interesting than the Thursday program on beef cattle feeding. This was not the case however in Alberta where beef farmers found the Thursday program just as interesting as the Wednesday program.

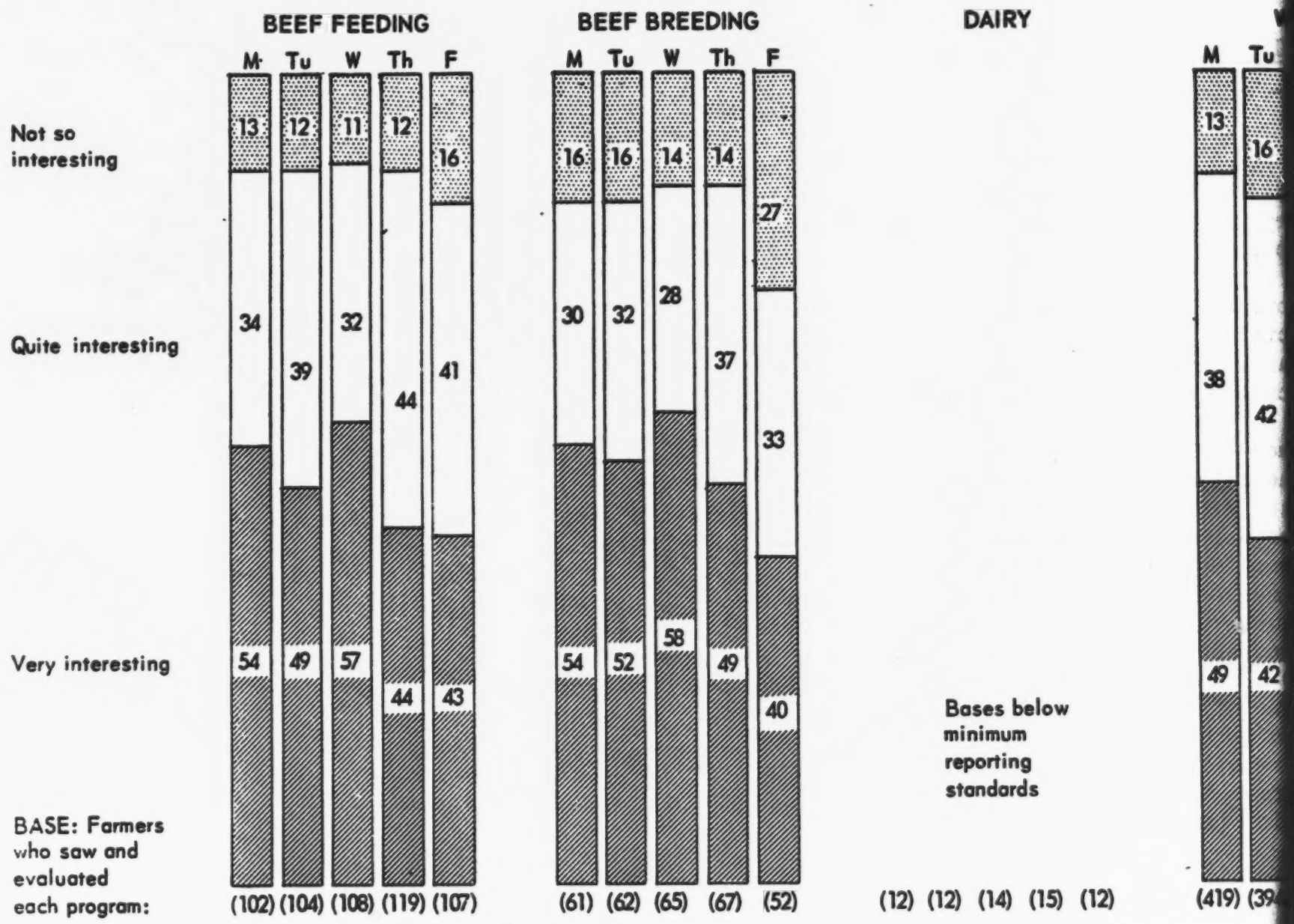
- The special Friday program on farm living which, as we have already discussed, the Saskatchewan audience as a whole found just as interesting as most of the other programs, appears to have made its most favorable impression on wheat farmers and to have stimulated least interest among those farmers whose main source of income was mixed grain and beef breeding. We have no ready explanation of this.

- Notwithstanding these variations, it is a fair conclusion from the evidence that, as in the other two provinces, the various component parts of this course had a generally favorable reception from all types of farmers, irrespective of the particular enterprise constituting their main source of income.

DEGREE OF INTEREST IN EACH DAY'S

AMONG FARMERS OPERATING DIFFERENT TY

SASKATCHEWAN



MONDAY: Land use and summerfallow. TUESDAY: Pasture management and forage. WEDNESDAY: H

FRIDAY: Farmstead planning.

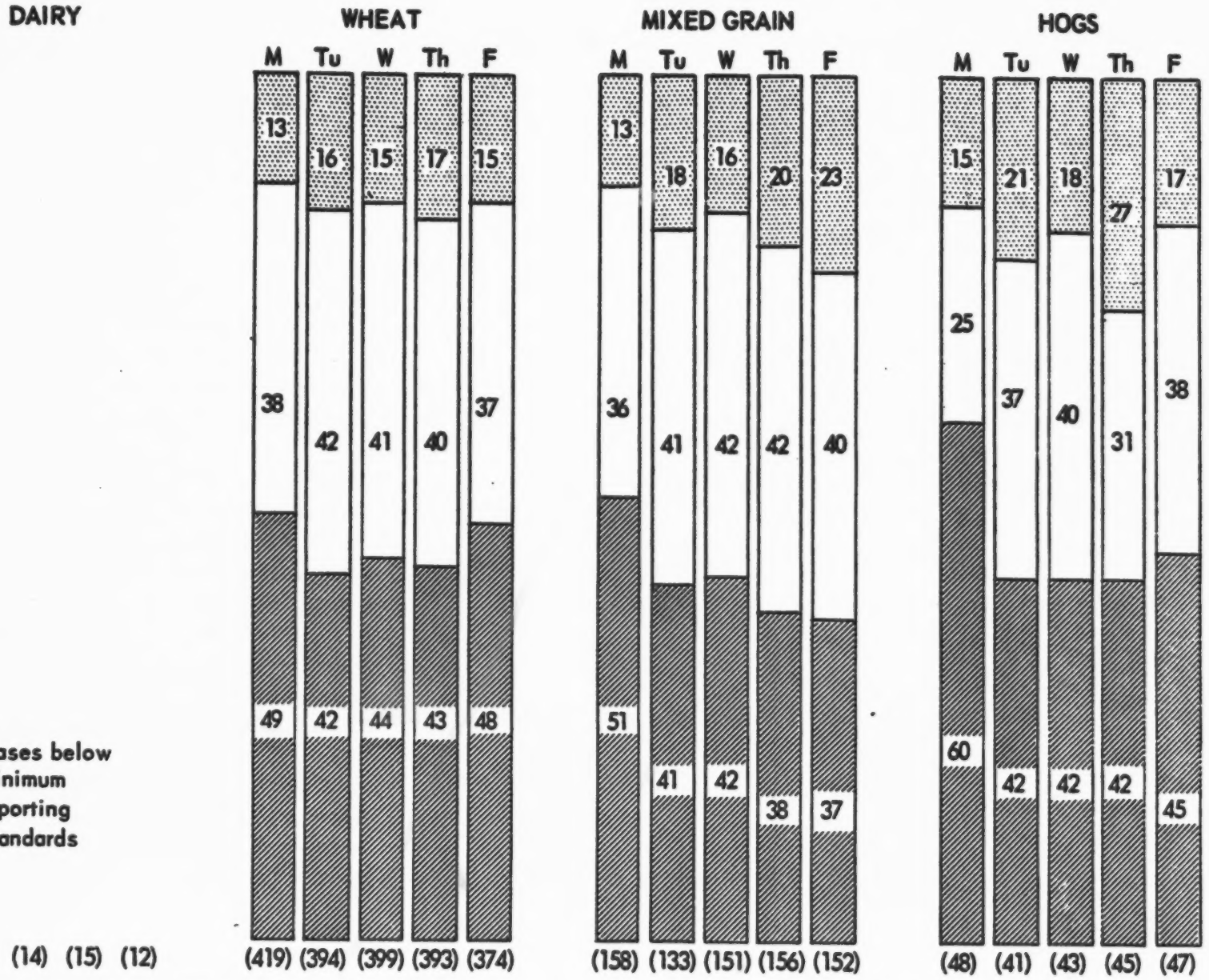
* "Not so interesting" includes all those who said 'all right, not bad','not very interesting', and 'not inter

CHART S32

REE OF INTEREST IN EACH DAY'S PROGRAM

ARMERS OPERATING DIFFERENT TYPES OF FARM

SASKATCHEWAN



management and forage. WEDNESDAY: Handling and improvement of beef cattle. THURSDAY: Beef cattle feeding.

FRIDAY: Farmstead planning.

ot bad','not very interesting', and 'not interesting at all'.

EXTENT TO WHICH FARMERS OPERATING DIFFERENT TYPES OF FARM FOUND SOMETHING PARTICULARLY USEFUL IN THE COURSE

In this chart the percentage figures indicate the extent to which farmers in each of the different farm groups - wheat, beef feeding, beef breeding, etc. - felt that they had learned something from the course - from any part of it - that was likely to prove of particular use to them in their work.

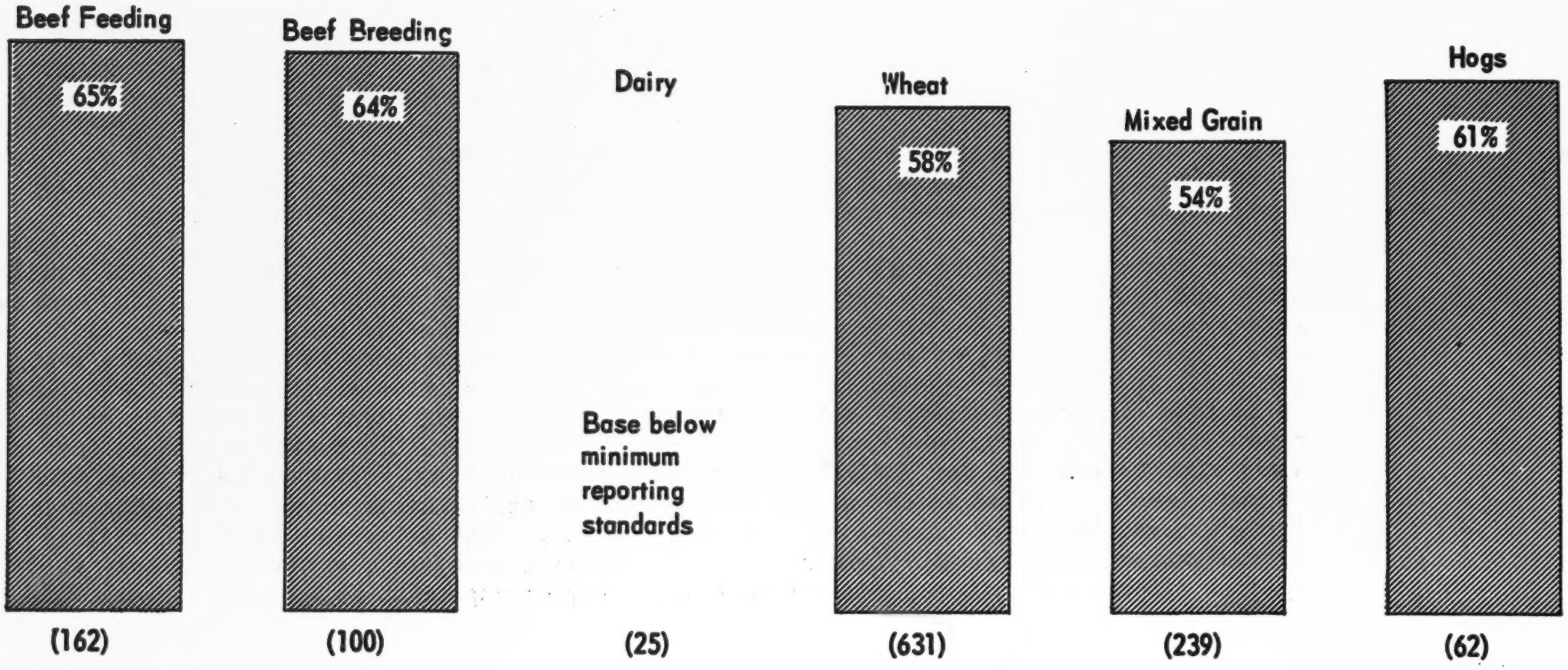
- None of the inter-group differences are very large and the most notable fact is that so consistently large a proportion of farmer viewers in each of these major enterprise groups found something of practical use to them in the course.

- Such differences as did exist tended to parallel almost exactly the situation in Manitoba - that is, the two groups of beef cattle farmers and the hog farmers seemed to feel, to a rather greater extent than did the others, that the course had been of practical value to them. One suspects that this is not so much a reflection of an imbalance in the amount of time which the course devoted to different topics, but is related rather to the fact that some topics lend themselves more than do others to a demonstration of their practical value. Obviously this is true of such a subject as careers in farming, dealt with by Manitoba in their special Friday program. It may also be rather more difficult to demonstrate to a grain farmer than to a beef farmer the practical value to him of the subject matter that is being taught.

CHART S33

EXTENT TO WHICH FARMERS OPERATING DIFFERENT TYPES OF FARM FOUND SOMETHING PARTICULARLY USEFUL IN THE SERIES

SASKATCHEWAN



AUDIENCES FROM DIFFERENT SIZES OF FARM

- Here we encounter the same relationship between viewing and size of farm, that we first reported in our 1962 Manitoba study and which, in this present study, seems to apply in all provinces: namely, the larger the farm, the greater the likelihood of the farmer watching a course of this kind, the smaller the farm the less likely is he to do so. Among the eighty or so Saskatchewan farmers in our sample who operated farms of less than half a section in size, just over a half (52 per cent) watched some part of the course. In larger farms of between a half and three-quarters of a section in size 60 per cent of farmers watched some part of the course, and in those farms of more than three-quarters of a section in size, two-thirds (67 per cent) of all farmers saw some part of the course.

- As discussed earlier in the Manitoba section of this report, the particular problem which this raises is that the small farmer, who in many ways has perhaps a greater need to benefit from a course of this kind than many of his colleagues on larger farms, is precisely the man who apparently is least likely to avail himself of this opportunity by tuning in.

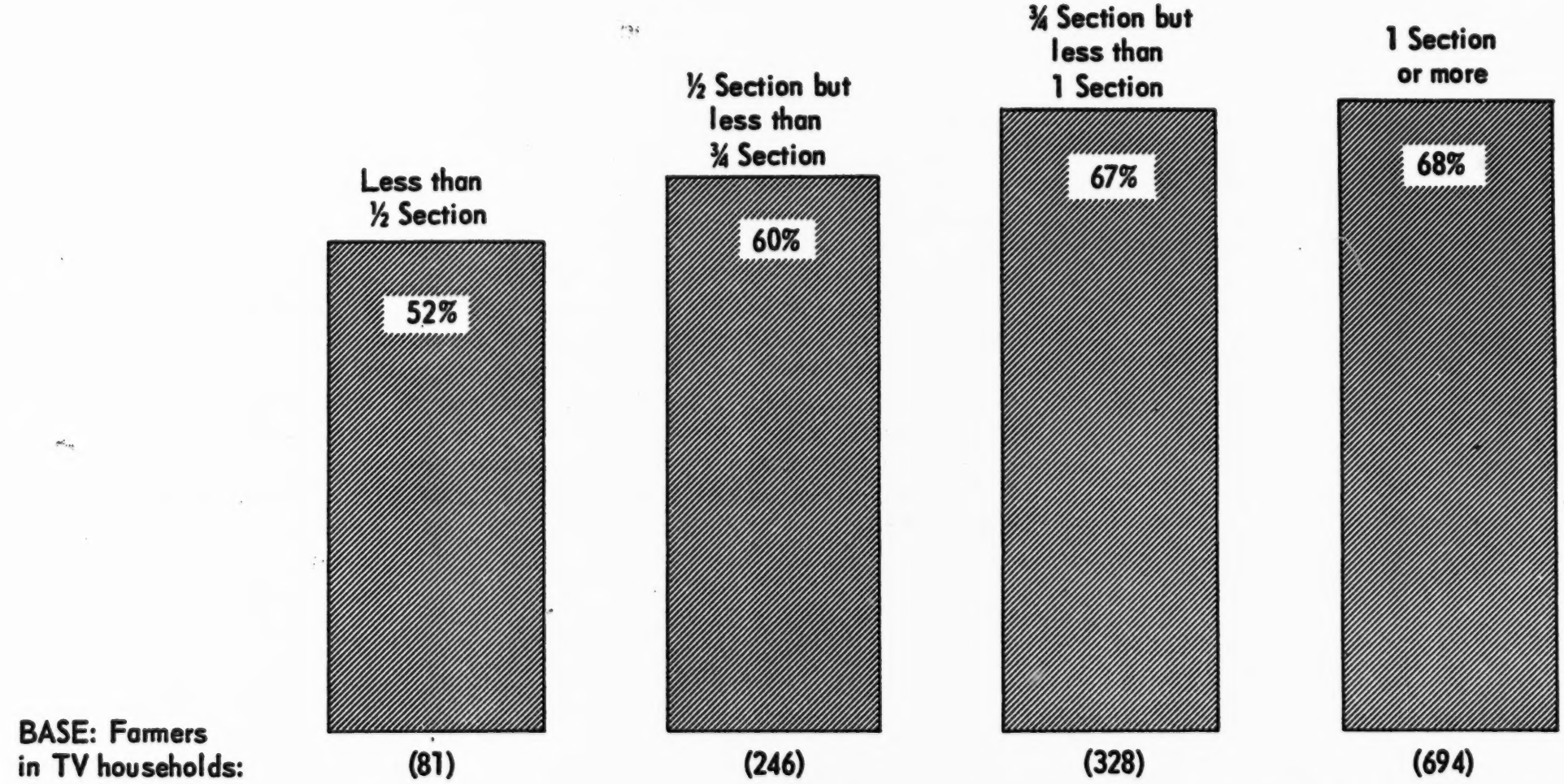
- Just why this is so is not at all clear, though some of the plausible reasons are evident enough - the greater likelihood of the small farmer being too busy to watch, the tendency for some small farmers to be part-time smallholders, or the greater inaccessibility of the small farmer to publicity announcing a course of this kind. In Saskatchewan there are not of course nearly as many small farms as there are in the other two provinces so in this sense the problem is less acute. Nonetheless, if, in Saskatchewan farms of three-quarters of a section or more, as many as two farmers in every three can be induced to watch an instructional TV farm series of this kind, it is a challenge to those responsible for the dissemination of such information that, in Saskatchewan's smaller farms, the farmer should be so much less responsive.

- Further compounding this problem are two other findings which emerged from our 1962 Manitoba study and which we would imagine also apply to Saskatchewan, though we have no first-hand evidence of this. First, in those farm areas where television is available, a small farm is more likely than a large farm not to have a TV set. So that there is a double deterrent to the small farmer exposing himself to a television course of this kind - in the first place he is less likely to have a TV set than the farmer on the big farm; moreover when he does have a set he is, as we have seen, less likely to use it for this purpose. And second: quite apart from television, our Manitoba evidence suggests that small farmers as a group tend to be much less accessible to the normal contacts of an agricultural extension service than do farmers operating larger farms. All of which suggests that effective extension service communication with the small farmer, whether involving television or not, is likely to demand special efforts and probably considerable ingenuity of approach.

CHART S34

EXTENT TO WHICH FARMERS OPERATING FARMS OF DIFFERENT SIZES WATCHED SOME PART OF THE SERIES

SASKATCHEWAN



EXTENT TO WHICH FARMERS OPERATING DIFFERENT SIZES OF FARM FOUND SOMETHING PARTICULARLY USEFUL IN THE COURSE

We mentioned earlier the complaint that was made of certain programs in the series that they did not devote sufficient attention to the needs of the small farmer. CHART S35 shows the extent to which farmers operating different sizes of farm reported finding something in the series that was new and particularly useful to them in their work.

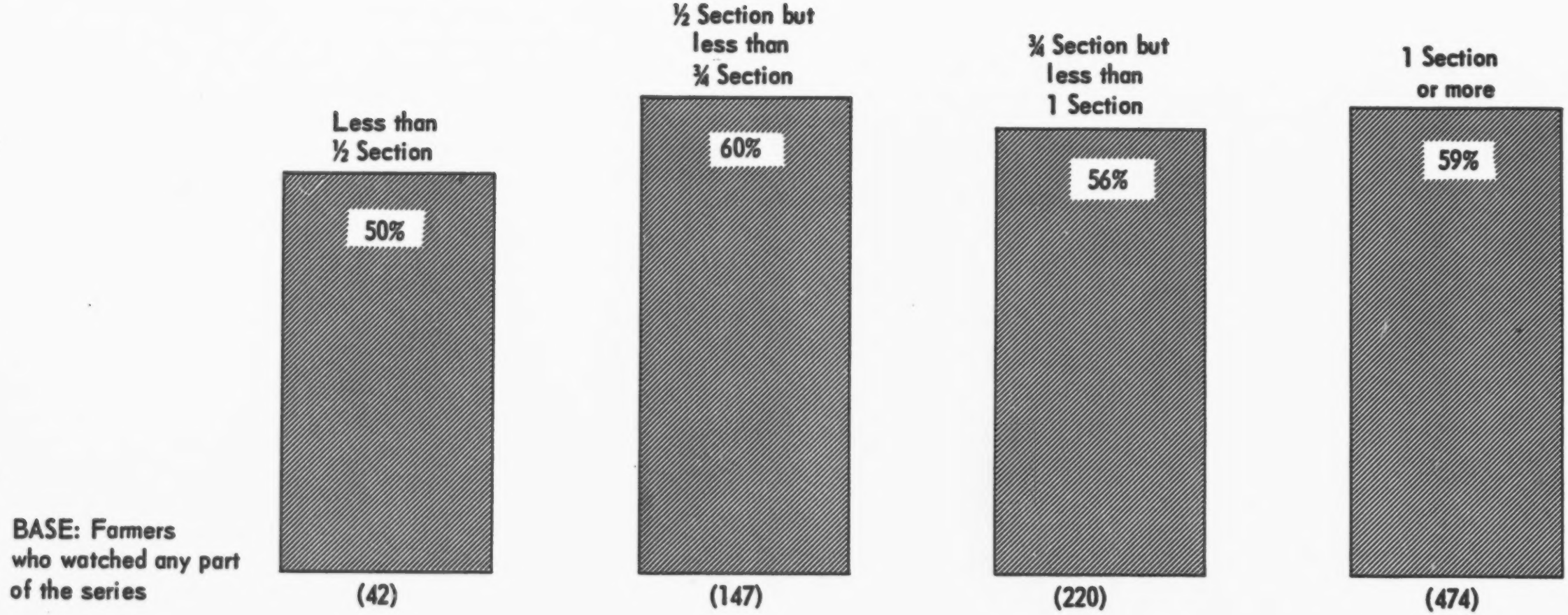
- The situation which emerges from these results is much the same situation as was found in Manitoba and Alberta. Down to the half-section level there is little difference in the extent to which farmers operating different sizes of farm felt that the course had provided them with new and useful information. Among farmers operating smaller farms, however, there was significantly less satisfaction with the course in this respect.

- In Saskatchewan, so few farmers from farms of less than half a section watched the course that a difference of this kind, from a purely numerical point of view, can almost safely be regarded as insignificant - unless of course it were to be felt that, in future courses of this kind, the really small farmer deserved special attention disproportionate to his numbers, in which case presumably the content of such a course would differ considerably from that of the 1964 series.

CHART S35

EXTENT TO WHICH FARMERS OPERATING DIFFERENT SIZES OF FARM FOUND SOMETHING PARTICULARLY USEFUL IN THE SERIES

SASKATCHEWAN



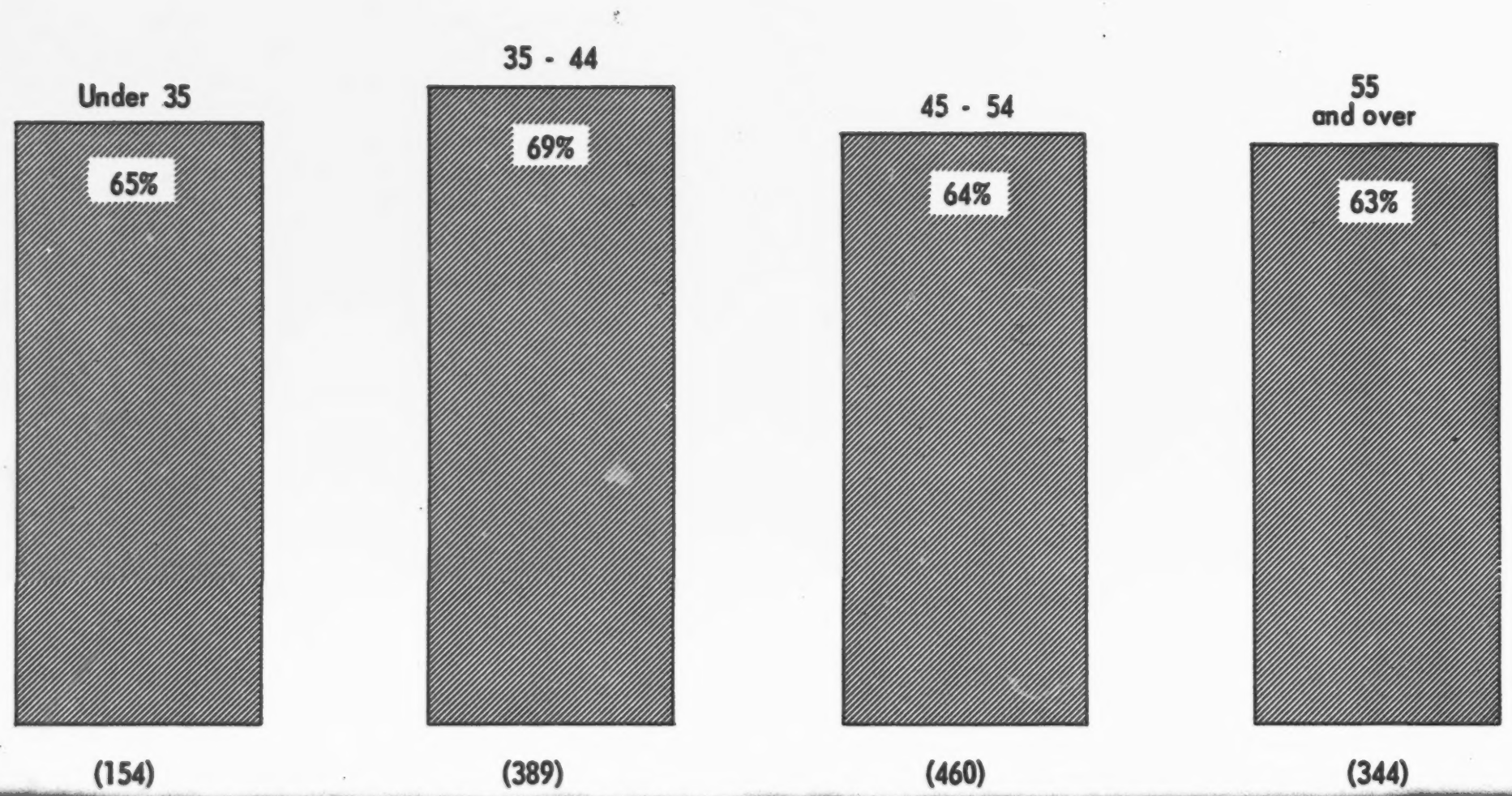
AUDIENCES AND THE AGE OF THE FARMER

- There is no evidence that, in general, the age of the farmer has any substantial influence on the likelihood of his watching or not watching a course of this kind. Such trends as there are suggest that in Saskatchewan, as in the other two provinces, viewing was rather more widespread among farmers in the 35-44 year old group, than among younger or older farmers. However the differences are not great and the much more important inference to be made from these figures is that, by and large, farmers of all ages were well represented in the audience. The next chart allows us to examine this in rather more detail.

CHART S36.

EXTENT OF VIEWING SOME PART OF THE SERIES BY AGE OF FARMER

SASKATCHEWAN



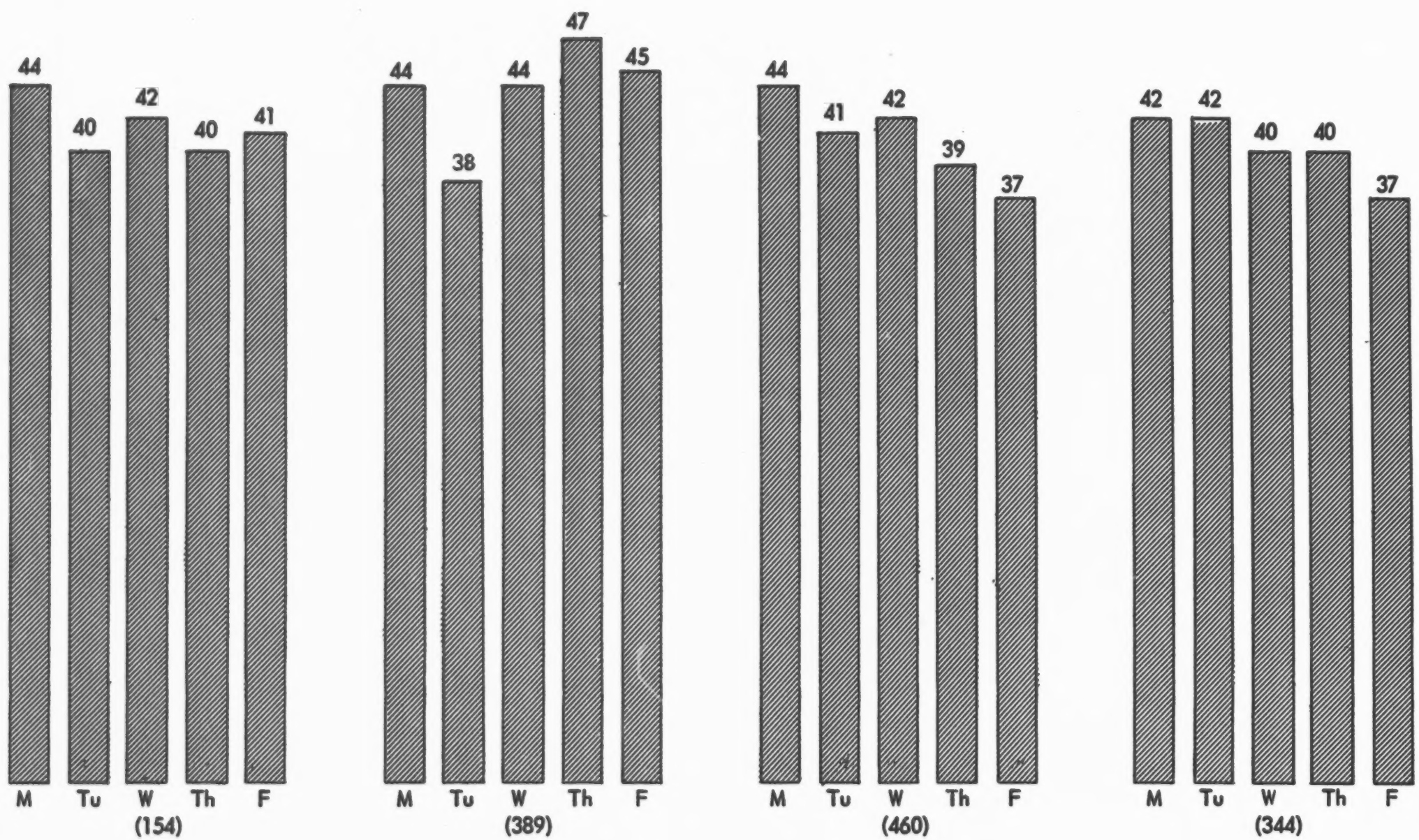
THE AGE OF THE FARMER AND HIS VIEWING OF EACH DAY'S PROGRAM

- Strung out over the five programs in the series here we see again the general tendency for viewing to have been rather heavier among the 35-44 year old farmers than among those in the younger and older age groups. Only the Tuesday program on forage crops drew a smaller audience from farmers in this 35-44 year old group than from those in other age groups.

CHART S37

EXTENT OF VIEWING OF EACH DAY'S PROGRAM BY FARMERS OF DIFFERENT AGES

SASKATCHEWAN



BASE: Farmers in TV households

(154) (389) (460) (344)

EXTENT TO WHICH FARMERS OF DIFFERENT AGES FOUND SOMETHING PARTICULARLY USEFUL IN THE COURSE

Finally, on this matter of age:

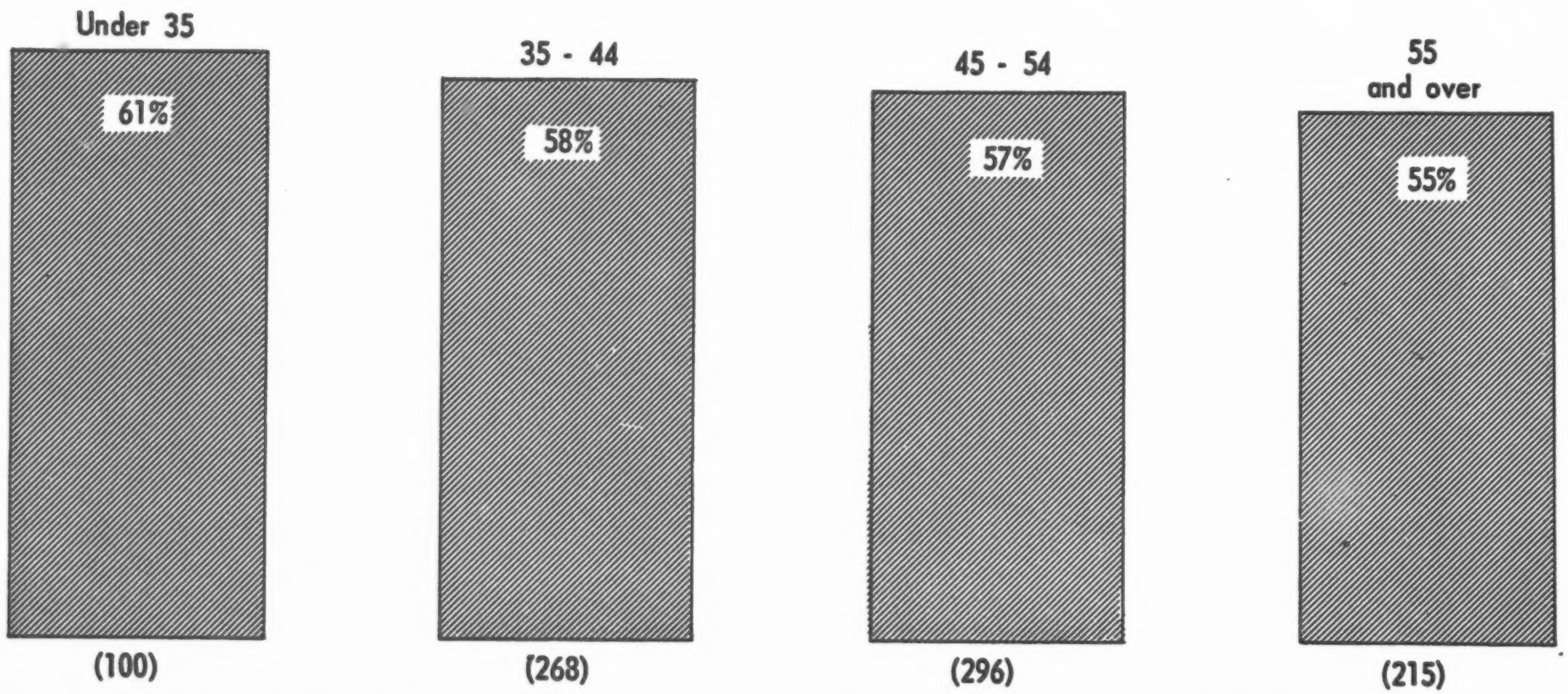
- There appears to be very little relation between the age of the farmer and his tendency to feel that the course had or had not been of practical use to him in his work. If anything the younger farmer, as in Manitoba, seemed to be the more impressed in this respect, but in Manitoba this trend was quite marked whereas in Saskatchewan it is much less noticeable.

- However here again, as in so many other respects, the much more relevant finding is that the course has, by and large, made a substantial impact on all sections of the audience, in this case impressing young and old farmers alike as to its practical usefulness to them in their work.

CHART S38

EXTENT TO WHICH FARMERS OF DIFFERENT AGES FOUND SOMETHING PARTICULARLY USEFUL IN THE SERIES

SASKATCHEWAN



SECTION IV

THE EXTENT OF THE AUDIENCE'S PREVIOUS CONTACT WITH THE SASKATCHEWAN DEPARTMENT OF AGRICULTURE'S EXTENSION SERVICE

In this section of the report we consider the extent to which this series of instructional broadcasts was watched by those farmers who had had some degree of previous contact with the Extension Service of the Saskatchewan Department of Agriculture, and the extent to which it had penetrated to those members of the farm population who had had no such contact.

EXTENT OF FARMERS' PREVIOUS CONTACT WITH THE EXTENSION SERVICE

Before considering the extent to which viewing or non-viewing of this course may be related to previous contact with the Extension Service, let us first examine how much contact there has in fact been. Two types of measurement are provided here. The first, illustrated in CHART S39 opposite, shows the extent to which farmers had had contact of any kind with the Extension Service Agricultural Representative or Home Economist over the past year. The second measure, illustrated in CHART S40 overleaf, was the extent of previous attendance at an Extension Service short course.

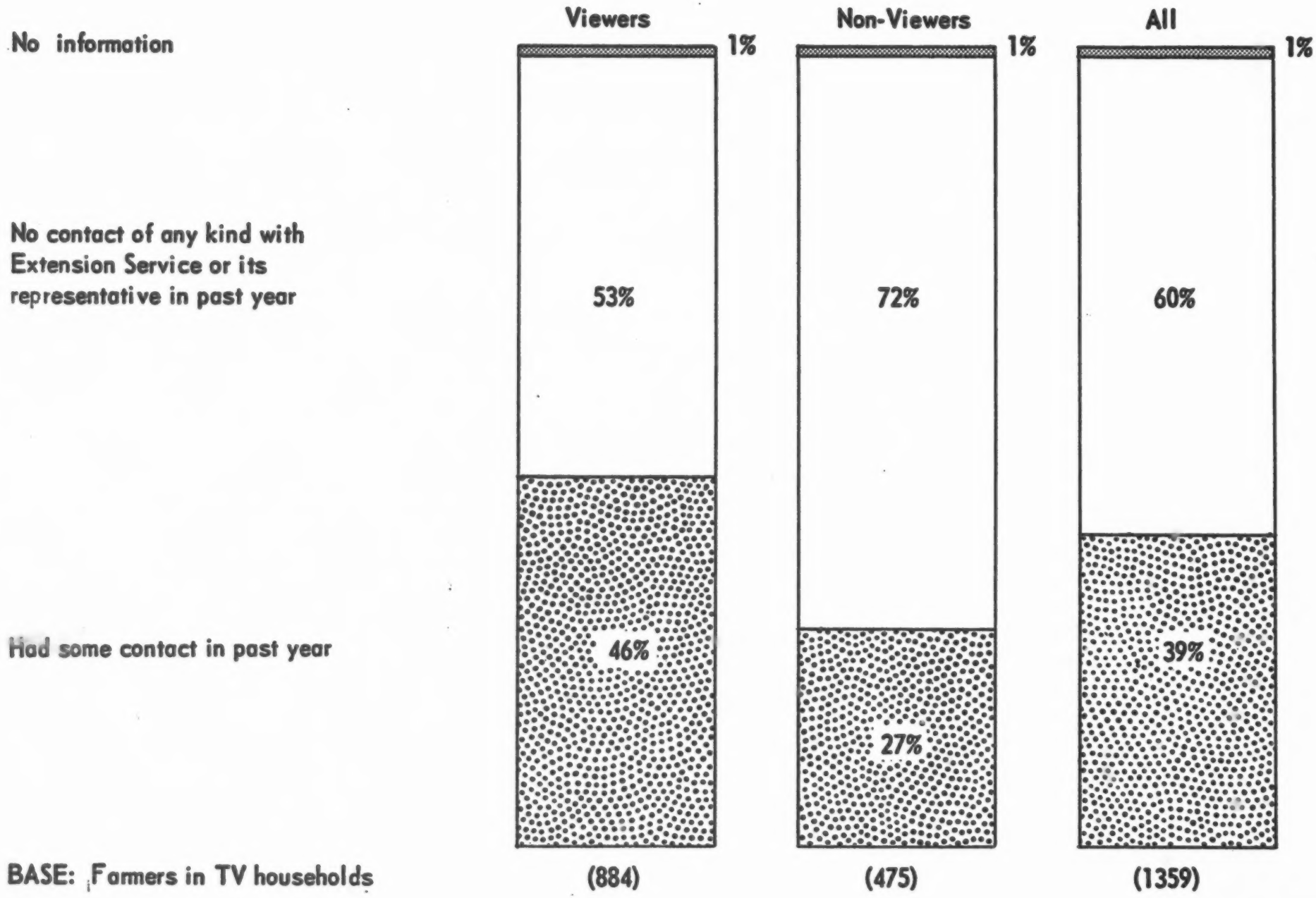
- As indicated, 39 per cent of all Saskatchewan farmers in possession of a TV set, our total sample of farmers, had had some contact with a representative of the Department of Agriculture in the past year. Virtually all of the remainder reported that they had not.

- Of interest here is the similarity of the situation in Manitoba and Alberta. Only a few percentage points separates the three provinces in the Extent to which their Department of Agriculture Extension Services had been in contact over the previous twelve months with farmers in TV-equipped homes. Whether they have been equally successful in contacting farmers in those areas that do not have television coverage is another question and not one which can be answered from the results of this survey.

- Nor surprisingly, those Saskatchewan farmers who watched this 1964 television series had had a substantially greater degree of contact with the Extension Service than those who did not watch the series. The basis for this correlation is almost certainly the common factor of interest in acquiring new information, presumably greater among those who watched some of these 1964 broadcasts than among those who did not, and presumably greater also among those who tend to have contact with Extension Service representatives than among those who do not.

CHART S39

PREVIOUS CONTACT OF FARMERS WITH AGRICULTURAL REPRESENTATIVE OR HOME ECONOMIST OF EXTENSION SERVICE OF THE SASKATCHEWAN DEPARTMENT OF AGRICULTURE



PREVIOUS ATTENDANCE AT AN EXTENSION SERVICE COURSE

The second measure of farmers' contact with the Extension Service was the extent to which they had, at any time, attended in person a course organised by the Service or by one of its representatives.

- As CHART S40 illustrates, 26 per cent of Saskatchewan farmers with television indicated that they had at some time attended such a course, 72 per cent that they had not. No information was obtained from the remaining 2 per cent.

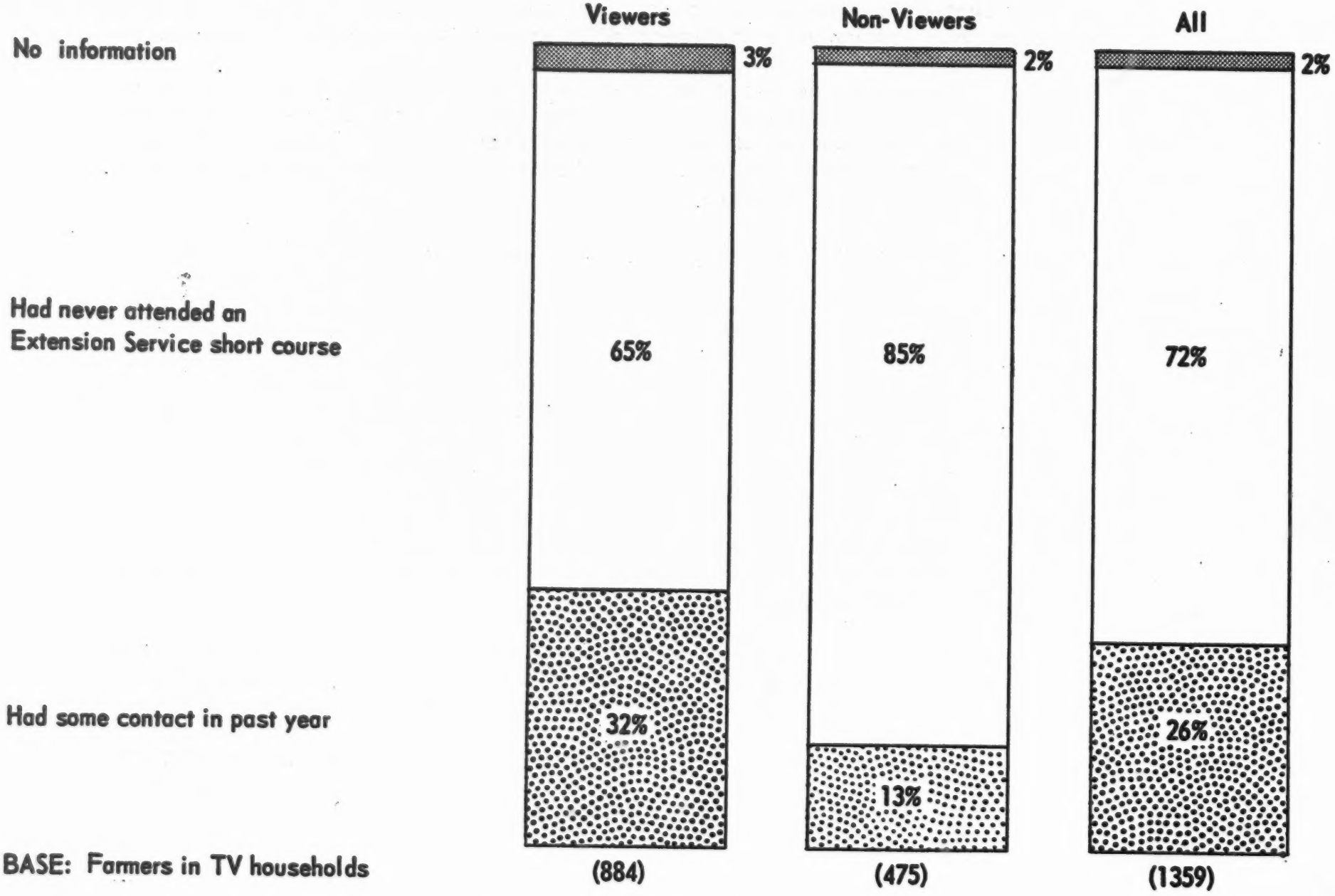
- This proportion of farmers reporting that they had previously attended an Extension Service short course is somewhat smaller in Saskatchewan than it is in Manitoba and Alberta where the figures are almost identical - 34 and 33 per cent respectively.

- Note that, here again, as in the case of previous contacts made with Agricultural Representatives and Home Economists, the extent of previous attendance at a short course was greater among those farmers who had watched the 1964 series of broadcasts than among those who had not. The explanation of this is presumably the same as that suggested overleaf.

CHART S40

PREVIOUS ATTENDANCE AT A COURSE PUT ON BY THE SASKATCHEWAN DEPARTMENT OF AGRICULTURE

SASKATCHEWAN



Page 3.

EXTENT TO WHICH THE TV COURSE WAS WATCHED BY FARMERS WITH VARYING DEGREES OF PREVIOUS CONTACT WITH THE EXTENSION SERVICE

The two bar graphs on the left-hand side of CHART S41 are reproductions of those already examined in the two immediately preceding CHARTS S39 and S40. They show the proportions of farmers having varying degrees of contact with the Extension Service. What we have done here, in addition, is to carry across these four 'contact groups' to the right-hand side of the chart, and show the extent to which the farmers in each of these four groups were differentially exposed to the 1964 TV series.

- As was to be expected, viewing of the course was heaviest among those two groups of farmers who had either attended an Extension Service course or had had some other form of contact with the Service over the past year. This demonstrates the relationship previously remarked on.

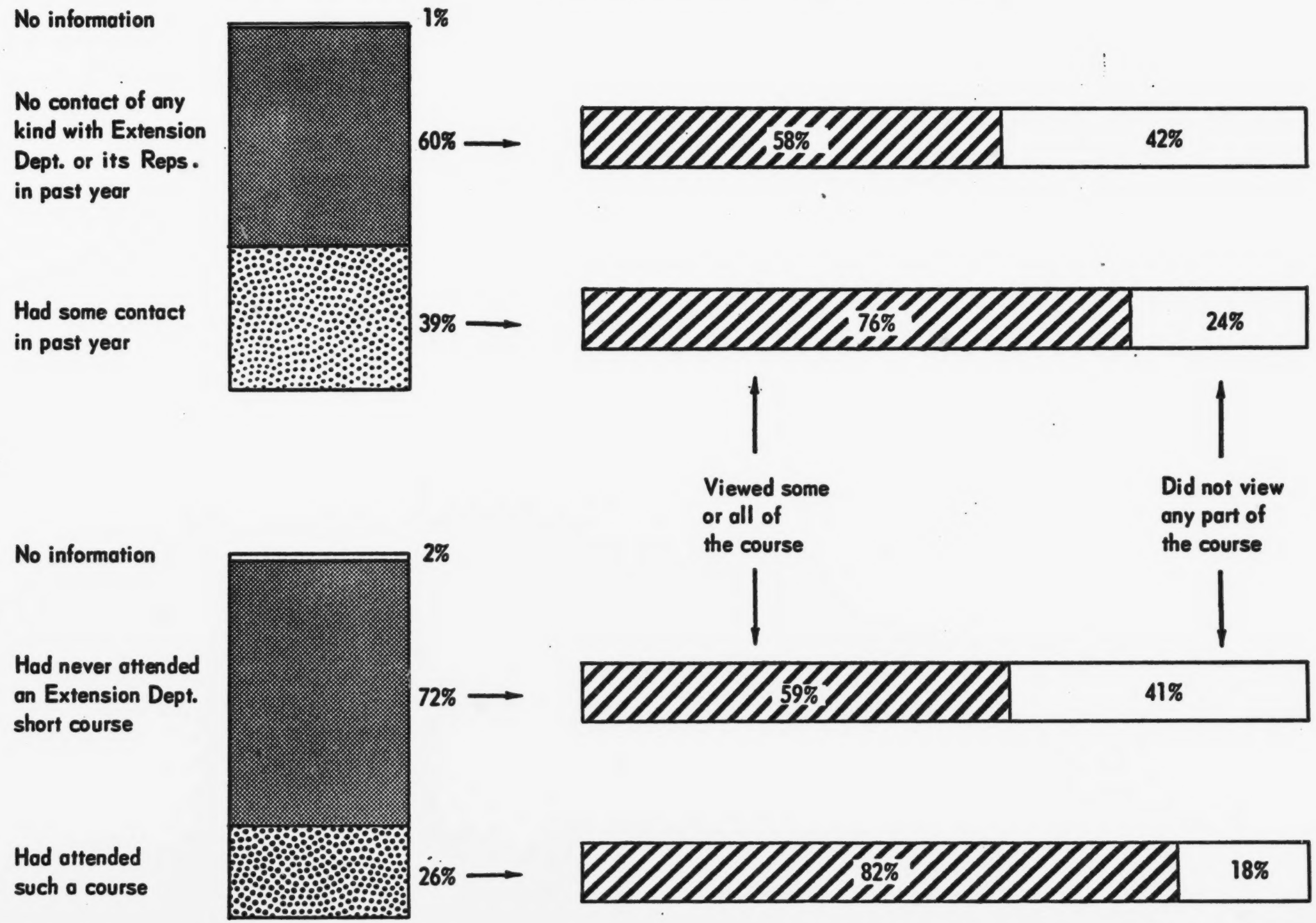
- What is more striking is the evidence of the very considerable extent to which this 1964 television series established contact with so many farmers in Saskatchewan who had had no contact at all with the Extension Service over the past year. As the top horizontal bar of the chart shows, the 1964 series 'got through' to 58 per cent of farmers in this category. Note also, from the second-bottom horizontal bar, that the series was watched by 59 per cent of those farmers who had never at any time attended a short course. This certainly provides strong evidence of the sheer penetrating power of television and of the ability of a short TV course of this kind to reach a large section of the farm population with whom no previous contact had been made - always provided of course that such persons are within range of TV coverage and have a set.

- Note also the significance of the lower bar of the chart. Here we have an indication of the great use that can be made of a television course of this kind in following up instruction imparted by more conventional classroom methods. On the basis of these figures one could reasonably be sure of re-contacting by television over 80 per cent of those who had attended such a course in person and who had a TV set at home.

CHART SA1

EXTENT TO WHICH THE T.V. COURSE WAS WATCHED BY FARMERS WITH VARYING DEGREES OF PREVIOUS CONTACT WITH EXTENSION SERVICE.

SASKATCHEWAN



A L B E R T A

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SECTION I

THE SIZE AND COMPOSITION OF THE AUDIENCE

This section of the report covers the extent of viewing over the week and each day; the frequency with which farmers viewed and the number of programs they saw; the composition of the audience and the extent of viewing by different members of the household. It also reports on the reasons given by farmers for not watching certain programs.

EXTENT OF VIEWING SOMETIME DURING THE WEEK

- In an estimated 51 per cent of all Alberta farm homes with television, someone watched at least part of the course. In 4 per cent of these homes it was some member of the household other than the farmer who viewed; in the remaining 47 per cent of all TV farm homes in the province the farmer did watch some part of the course.

- This represents a level of viewing lower than in either of the other two provinces - much lower than in Saskatchewan where someone watched the course in 70 per cent of TV farm homes in the province, and the farmer watched in 65 per cent of these homes, and lower than in Manitoba where someone watched in 57 per cent of TV farm homes in the province and the farmer himself in 50 per cent.

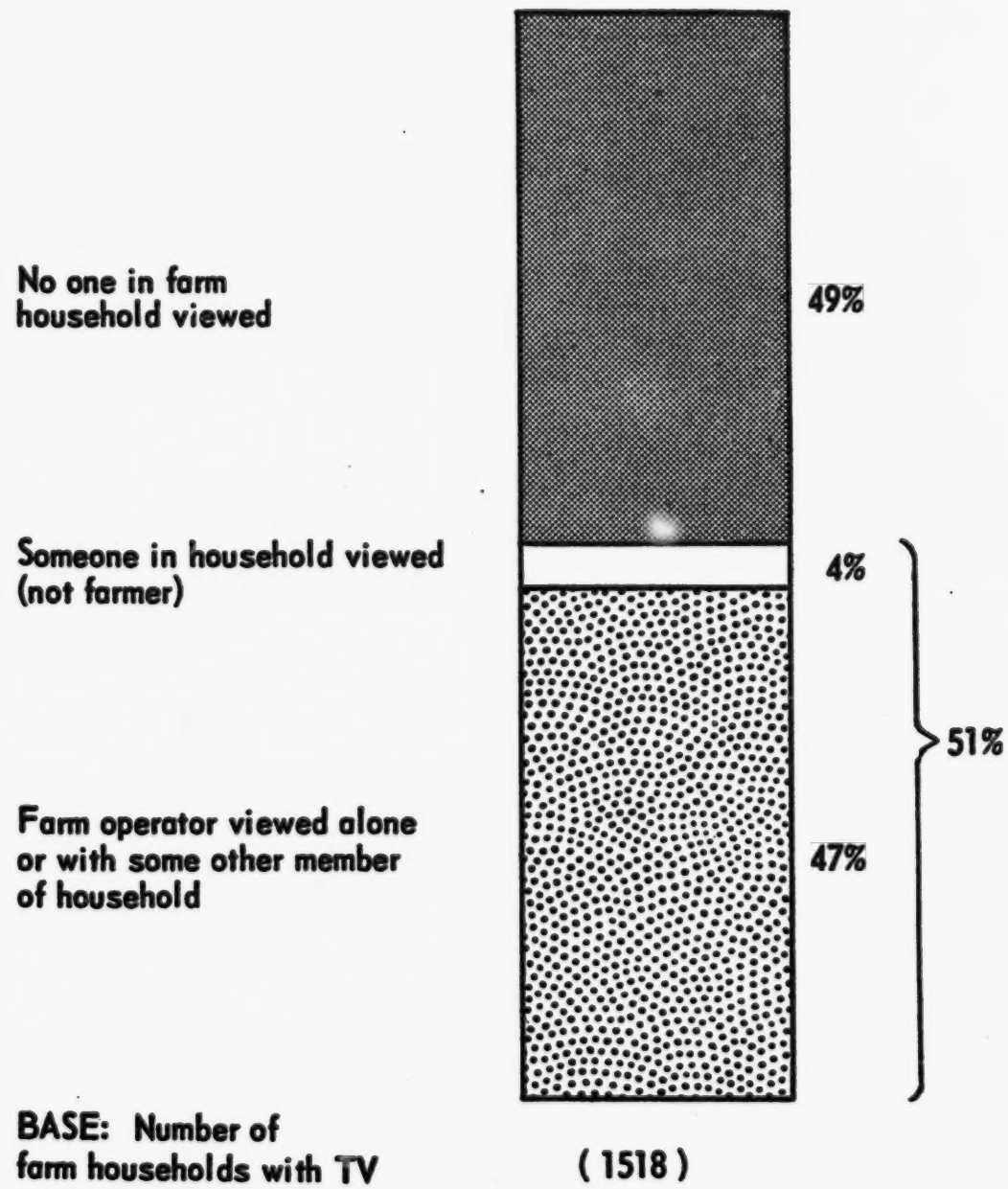
- There are a number of possible explanations of this lower level of viewing in Alberta and we shall be examining these presently. Meantime, it would be a grave mistake to conclude from these figures that those Alberta farmers who did watch the course found it any less interesting or useful to them than did farmers in either of the other provinces. In general, and as we shall discuss in detail a few pages further on, this was not so.

- In any event, these Alberta viewing figures, smaller as they may be than those obtained in the other two provinces, still represent a huge farm audience for a course of this kind - as the following CHART A2 shows.

CHART A1

EXTENT OF VIEWING SOME TIME DURING WEEK IN TV FARM HOUSEHOLDS

ALBERTA



BASE: Number of farm households with TV (1518)

ACTUAL NUMBERS OF FARM HOUSEHOLDS, FARMERS AND OTHER ADULTS WHO WATCHED SOME PART OF THE SERIES

- Projected on the base of an estimated 46,000 farm households in Alberta equipped with TV, the 51 per cent of homes noted on the previous page which were tuned to at least a part of the course represents some 23,400 farm homes in Alberta.[1]

- In 21,600 of these homes the farmer himself watched some part of the course and, throughout all households in which someone viewed, an additional 17,100 adult members of the family watched some part of the series, giving a total estimate of some 38,700 adults, members of TV farm households in Alberta, who saw at least one of the five programs.

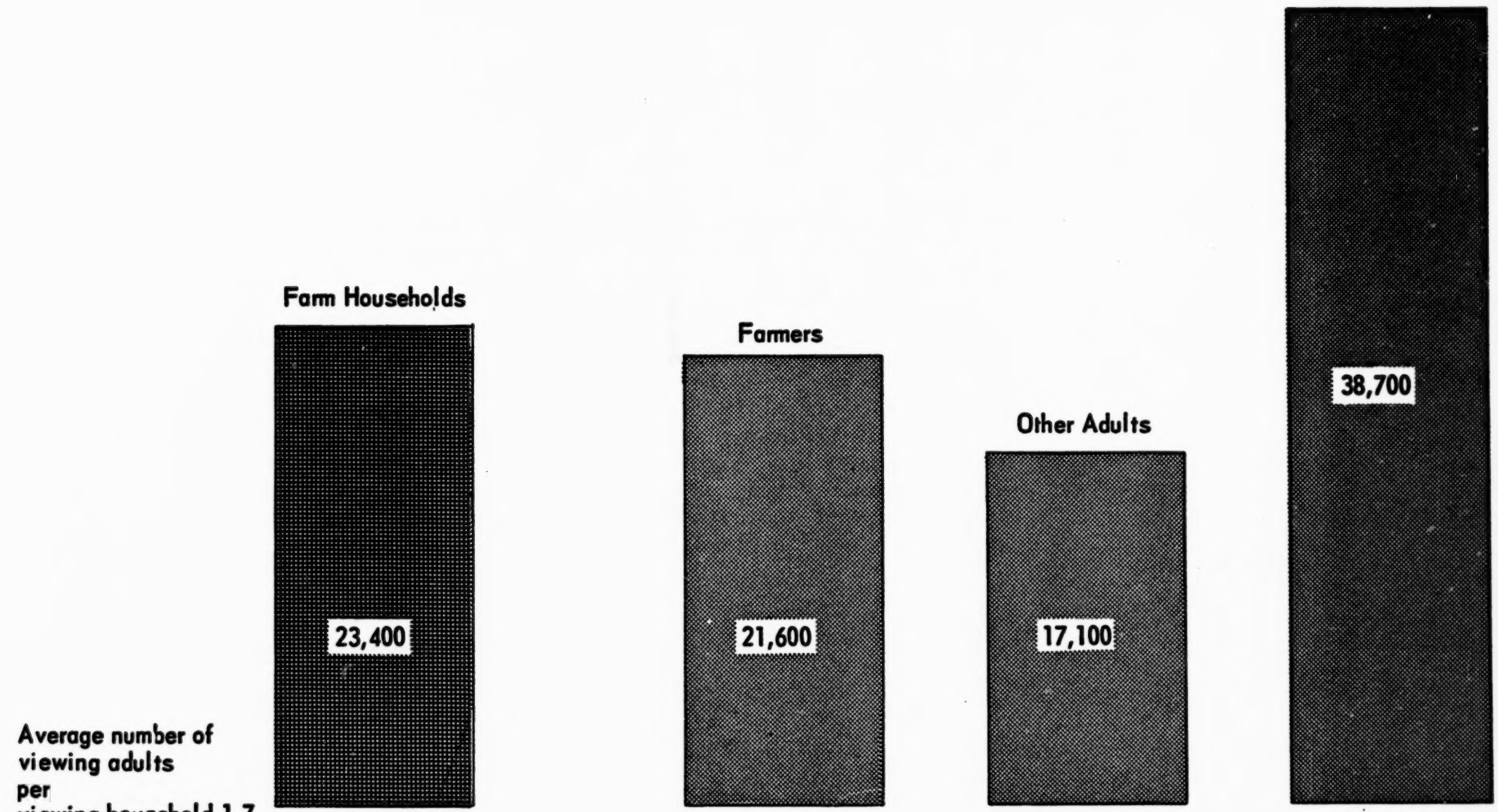
---

[1] Dominion Bureau of Statistics, Household Facilities Survey, May 1962: number of farm households in Alberta 73,000, proportion of those with television 63 per cent.

CHART A2

ACTUAL NUMBERS OF FARM HOUSEHOLDS, FARMERS AND OTHER ADULTS WATCHING SOME PART OF THE SERIES

ALBERTA



AUDIENCE OF FARMERS TO EACH DAY'S PROGRAM

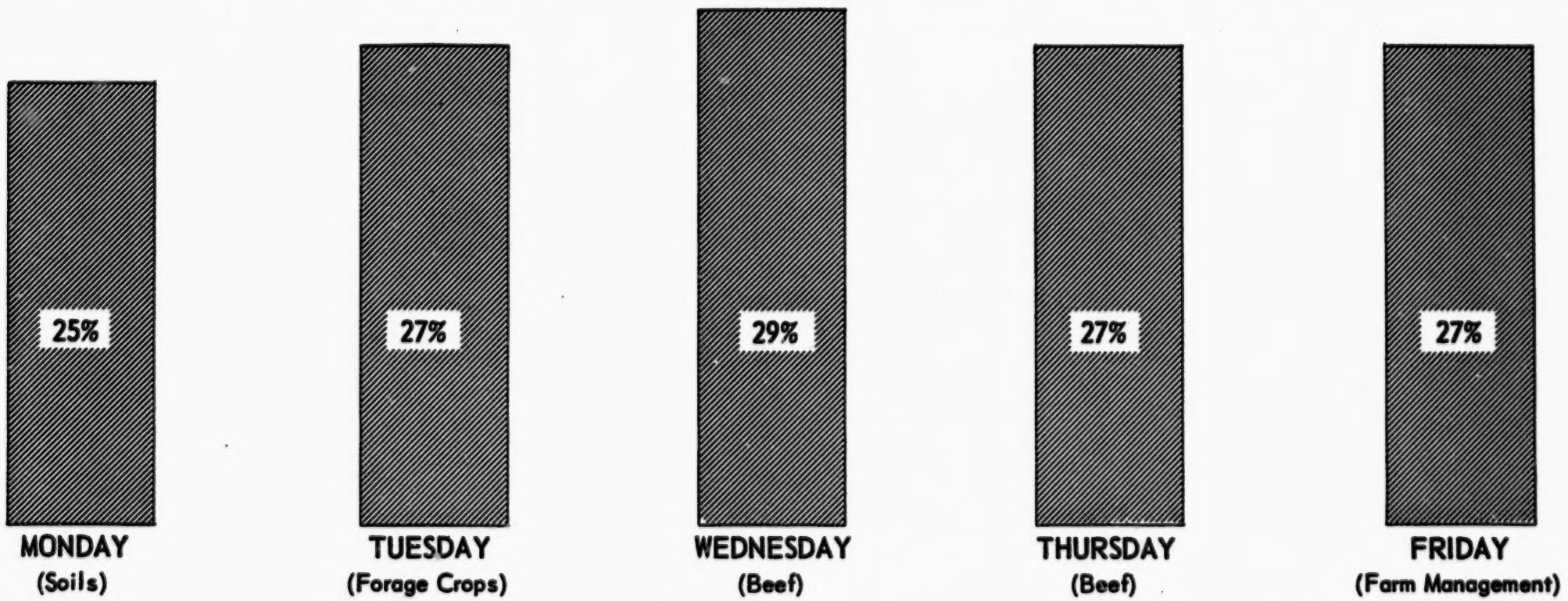
- An average day audience consisted of just over a quarter (27 per cent) of all Alberta farmers in TV-equipped households. Projected to actual numbers this amounts to about 12,000 farmers.

- As in the other two provinces, there was relatively little variation in the size of the audience from day to day. In Alberta the Wednesday beef cattle program had, if anything, a slightly bigger audience than the other four programs, the Monday soil program a slightly smaller audience. This contrasts with Saskatchewan where the Monday soil program had just as big an audience as the two beef cattle programs on Wednesday and Thursday. Across the three provinces as a whole, these Wednesday and Thursday beef cattle programs appear to have had slightly bigger audiences than any of the other programs - but, as noted above, none of these day-to-day differences in audience size was very great, and the general picture is one of consistency.

CHART A3

AUDIENCE OF FARMERS TO EACH DAY'S PROGRAM

ALBERTA



BASE: Farmers in TV households - (1518)

FREQUENCY OF VIEWING AND ACTUAL NUMBER OF PROGRAMS SEEN

- In contrast to the 47 per cent of all Alberta farmers in TV-equipped homes who watched some part of this series, and the 27 per cent who made up an average day audience, as was to be expected considerably fewer - 10 per cent - watched all five programs.

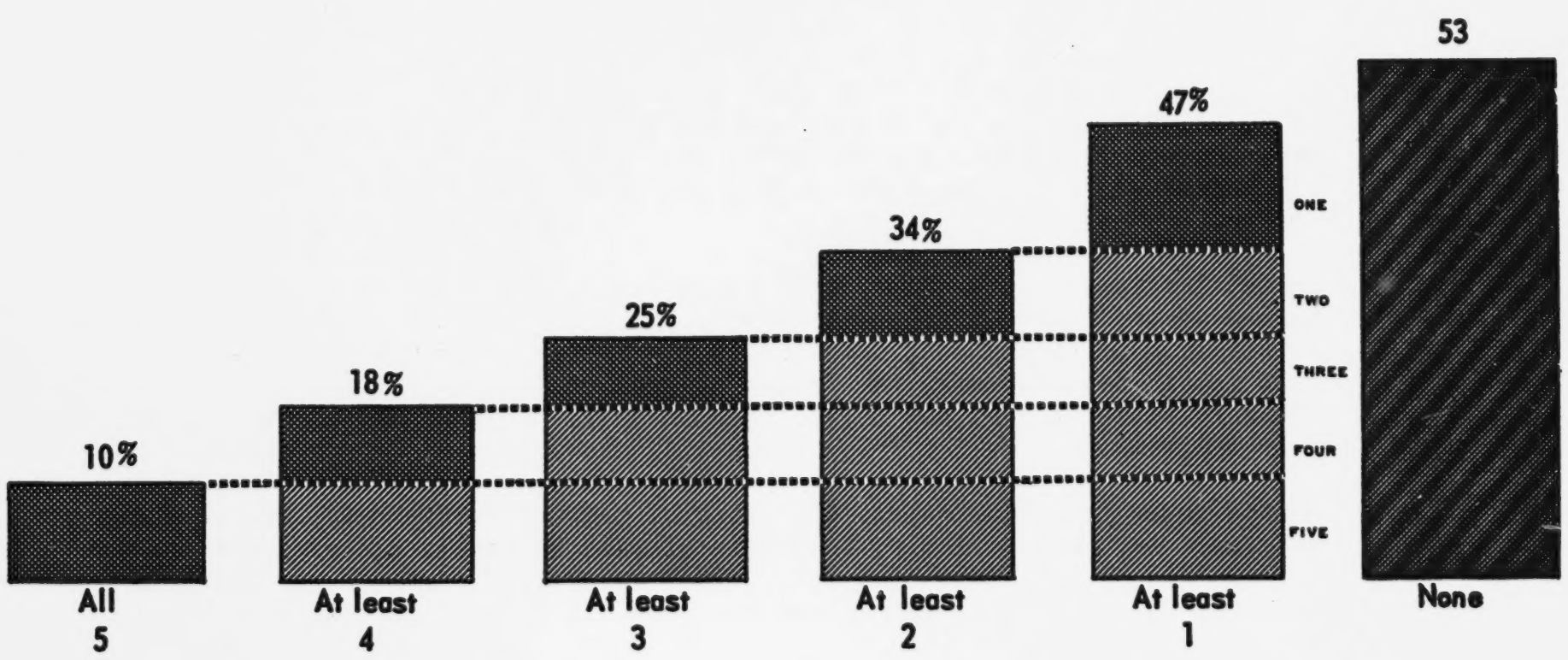
- This 10 per cent, representing some 4600 farmers in the province, amounts to just over a fifth of all those who watched any part of the series.

- Another 8 per cent of farmers watched four out of the five programs, and another 7 per cent watched three. Other frequencies are as shown. Thus we see that 25 per cent of all Alberta farmers with television - one such farmer in every four - saw at least three programs in the series out of the total five, and that 34 per cent - one farmer in every three - saw at least two of the programs.

CHART A4

FREQUENCY OF VIEWING AND ACTUAL NUMBER OF PROGRAMS SEEN BY FARMERS

ALBERTA



BASE: All farmers in TV households (1518)

THE EXTENT OF VIEWING BY DIFFERENT MEMBERS OF VIEWING HOUSEHOLDS

Most of the questions asked in this survey were directed at the farmer himself. Information was also obtained however as to which members of the household had watched which programs. From this we were able to derive certain characteristics of each day's audience:

- Within those households in which, during the week, someone watched some part of the course, the most consistent viewer, as was to be expected, was the farmer himself. On the average day, in 53 per cent of viewing households, the farmer was in the audience. In contrast, the farmer's wife, on an average day, was a viewer in only 37 per cent of these households, and other persons over the age of 16 comprised a part of the audience in a small 7 per cent.

- The figures for farmers themselves, shown opposite, reflect the same day-to-day trends as those already illustrated in CHART A3, the only difference being that here the percentage figures are all bigger since they are expressed as percentages of households viewing at some time during the week and not, as in CHART A3, as percentages of all households. Thus, we note again that more Alberta farmers watched the Wednesday beef cattle program, and fewer watched the Monday soil program, than watched any of the other three programs in the series.

- Farmers' wives, on the other hand, exposed themselves to the Monday, Tuesday, Wednesday and Thursday programs to about an equal degree. They were attracted in rather greater numbers, however, to the Friday program on farm management - just as, in Saskatchewan, the Friday program on farm improvement attracted more farmers' wives, though not more farmers themselves, than did any of the other four programs.

- As the lower table indicates, the ratio of men to women who watched each day's program - or, more strictly, the ratio of male to female viewers over the age of 16 - was of the order of 6 to 4. The composition of these audiences in terms of the age of the farmer and the size and type of farm will be discussed later.

TABLE A1

EXTENT OF VIEWING BY DIFFERENT MEMBERS OF VIEWING HOUSEHOLDS: ALBERTA

	Percentage of viewing households in which, on these days			
	Farmer viewed	Farmer's wife viewed	Other male aged 16 or over viewed	Other female aged 16 or over viewed
	%	%	%	%
Monday	49	36	6	1
Tuesday	53	36	6	1
Wednesday	57	37	7	1
Thursday	53	37	6	1
Friday	52	41	7	1
DAY AVERAGE	53	37	6	1
BASE: TV farm households in which some person over age 16 viewed sometime during the week	(777)	(777)	(777)	(777)

TABLE A2

THE SEX COMPOSITION OF THE AUDIENCE FOR EACH DAY'S PROGRAM

	Monday	Tuesday	Wednesday	Thursday	Friday
	%	%	%	%	%
Male	60	62	63	61	59
Female	40	38	37	39	41
TOTAL	100	100	100	100	100
BASE: Number of persons over age 16 in each day's audience	(721)	(741)	(794)	(764)	(788)

HOW MUCH OF EACH PROGRAM WAS VIEWED

- There is no reason for supposing that those who saw each day's program may simply have 'looked in' for a few minutes and then gone off to do something else. As CHART A5 shows, around 80 per cent of those who watched at all watched throughout the whole hour and another 10 per cent or so saw more than half of the program.

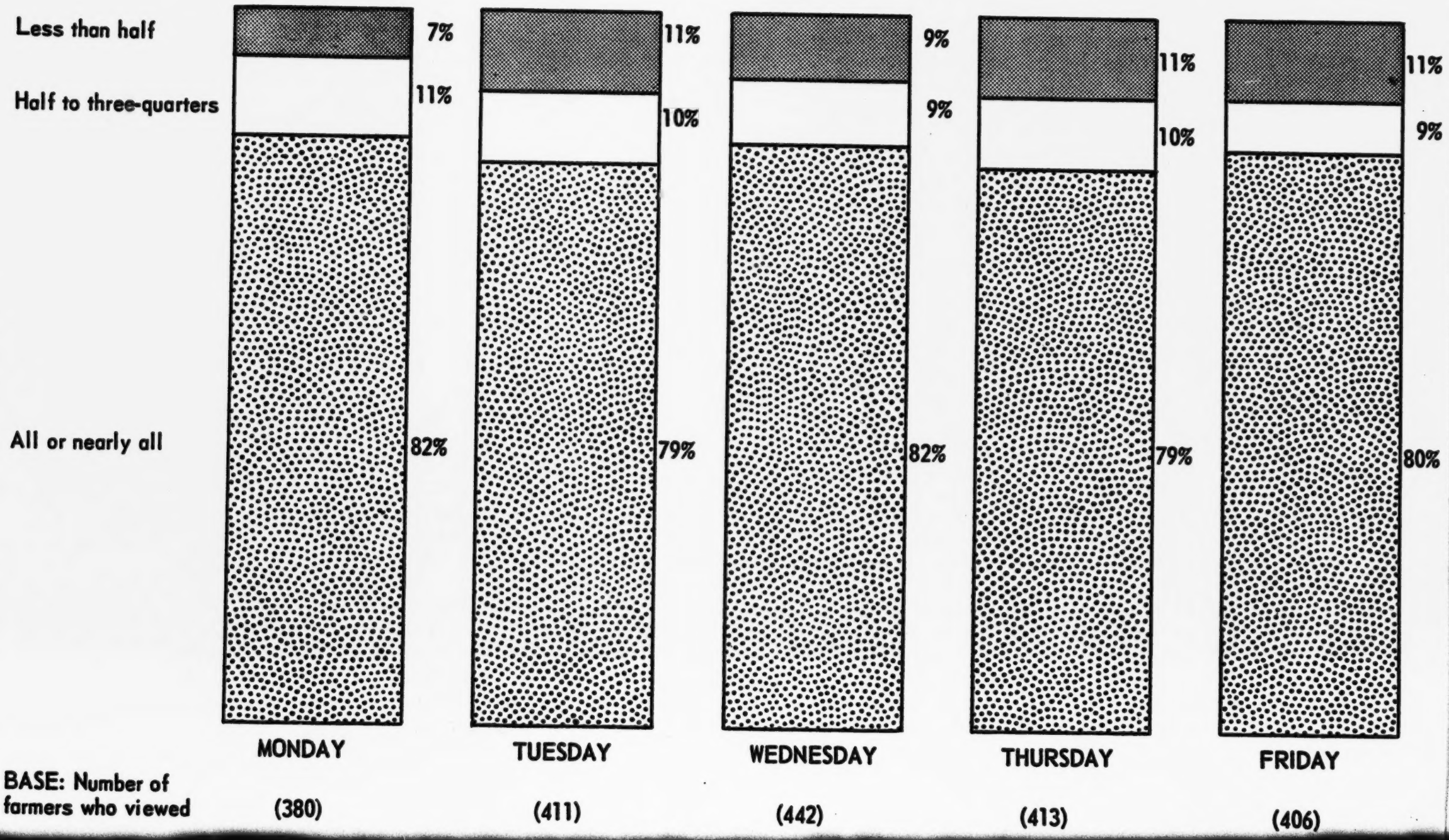
- This does not mean of course that all of those who watched throughout the entire hour, or most of it, were equally interested or wholly engrossed with what they saw. As we shall see presently, levels of interest varied. However, what this evidence does suggest is that, at this time of the day, and at this t ime of the year, an hour does not seem to be too long a period to try to hold the attention of a farm audience with specialised program material of this kind.

- Most of the day-to-day differences are so small as to be insignificant, with the Monday soil program holding its audience perhaps slightly more successfully than the others. This was the case also in Saskatchewan and the indications are that it is less related to the content of the Monday program than to the fact that this was the first of the five programs in the series and viewers were slightly more willing to stay with the program to the end than they were after the novelty of the first day had worn off.

CHART A5

HOW MUCH OF EACH PROGRAM WAS VIEWED

ALBERTA



REASONS FOR NOT WATCHING ANY PART OF THE SERIES

At this point it is instructive to examine the reasons given by some farmers for not watching any part of the course, and by some others for not watching certain programs. The next two charts, the one opposite and the one following, indicate the situation. First, in CHART A6, are given the reasons for not watching the course at all - and here it will help to consider the Alberta situation alongside the situation in the other two provinces:

- The reason most frequently given by farmers in Alberta (indeed by farmers in all three provinces) for not watching any of the programs was that, while they knew about the series beforehand, they were just too busy to watch. In Alberta this accounted for just less than half of all non-viewers in TV-equipped homes.

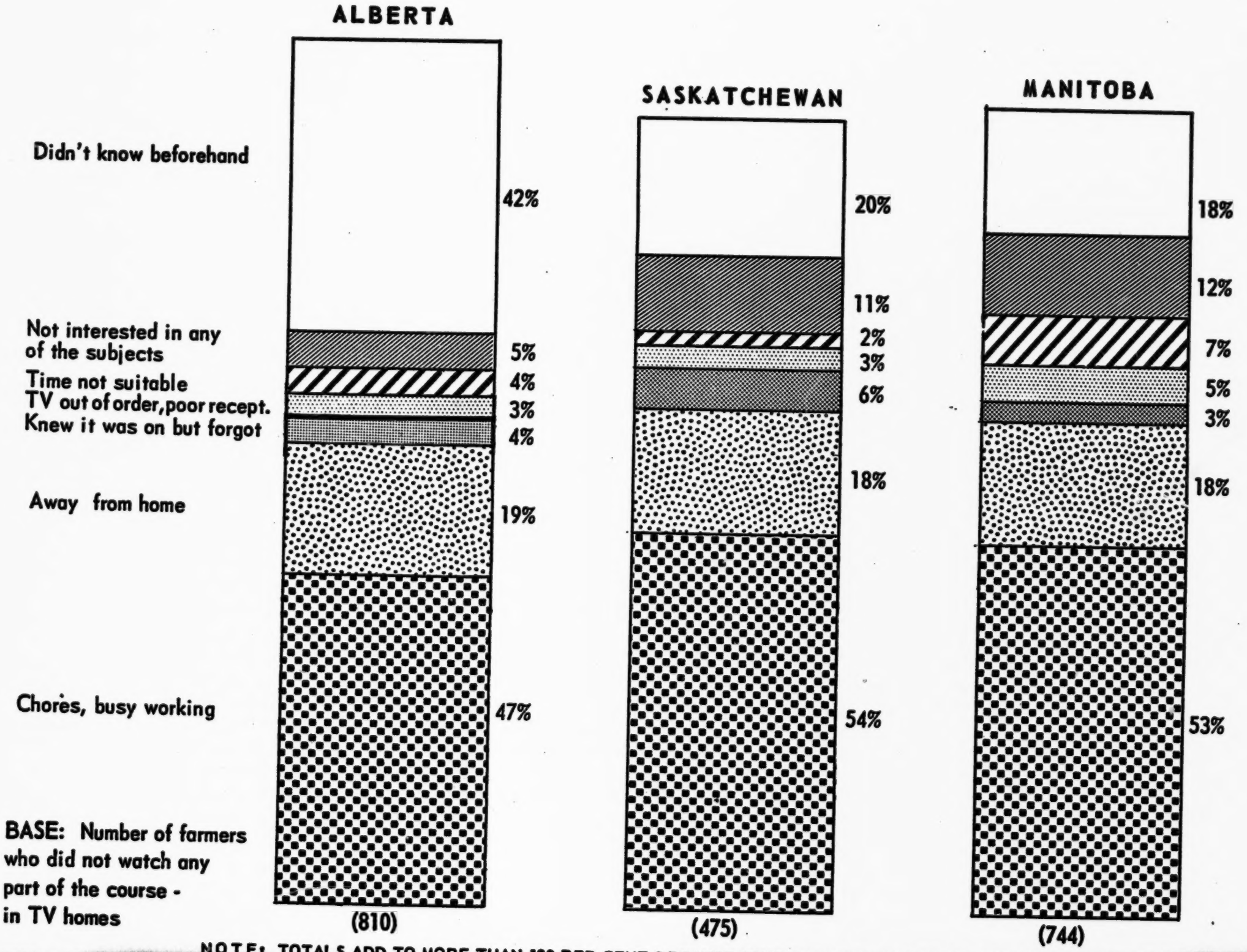
- Among others who conceded that they had known about the broadcasts beforehand but had not watched any of them, the main reasons given for non-viewing, in order of frequency of mention, were that they were away from home at the time, that they weren't interested in any of the subjects, that the time was not suitable, that they had known about the broadcasts but forgotten to tune in, or that their set was out of order or reception poor.

- Where Alberta differed most from the other provinces, however, was in the extent to which those who did not watch any of the programs claimed that they had not known about the series beforehand. Whereas only 18 per cent of non-viewers in Manitoba, and only 20 per cent in Saskatchewan gave this as a reason for not watching any part of the course, the proportion in Alberta was as high as 42 per cent. It is not unlikely of course that, among those who claimed not to know about the series beforehand were a few who were merely pleading ignorance as an excuse for non-viewing when in fact there were other reasons. However, there is no cause for believing that this kind of falsification should be any more prevalent in one province than in another and the striking fact here is the much greater extent to which in Alberta, than in the other two provinces, non-viewers seemed to lack prior knowledge of the broadcasts.

- As noted earlier in this report, there are dangers in attempting to trace direct cause-effect relationships between awareness of publicity and viewing behaviour. However, in this instance, it is difficult to avoid the inference that had more farmers in Alberta known about these broadcasts more would have watched, and that this greater degree of unawareness in Alberta than in Manitoba and Saskatchewan was one main reason why audiences tended to be relatively bigger in these other provinces.

CHART A6

MAIN REASONS GIVEN BY FARMERS WITH TV, FOR NOT WATCHING ANY PART OF THE COURSE



NOTE: TOTALS ADD TO MORE THAN 100 PER CENT BECAUSE SOME FARMERS GAVE MORE THAN ONE

REASONS FOR NOT WATCHING CERTAIN PROGRAMS

In addition, those farmers who had watched some but not all of the programs were asked why they had not viewed the ones they missed. The reasons given were of the same general nature as those given by non-viewers for missing the entire series. However there were certain differences in emphasis:

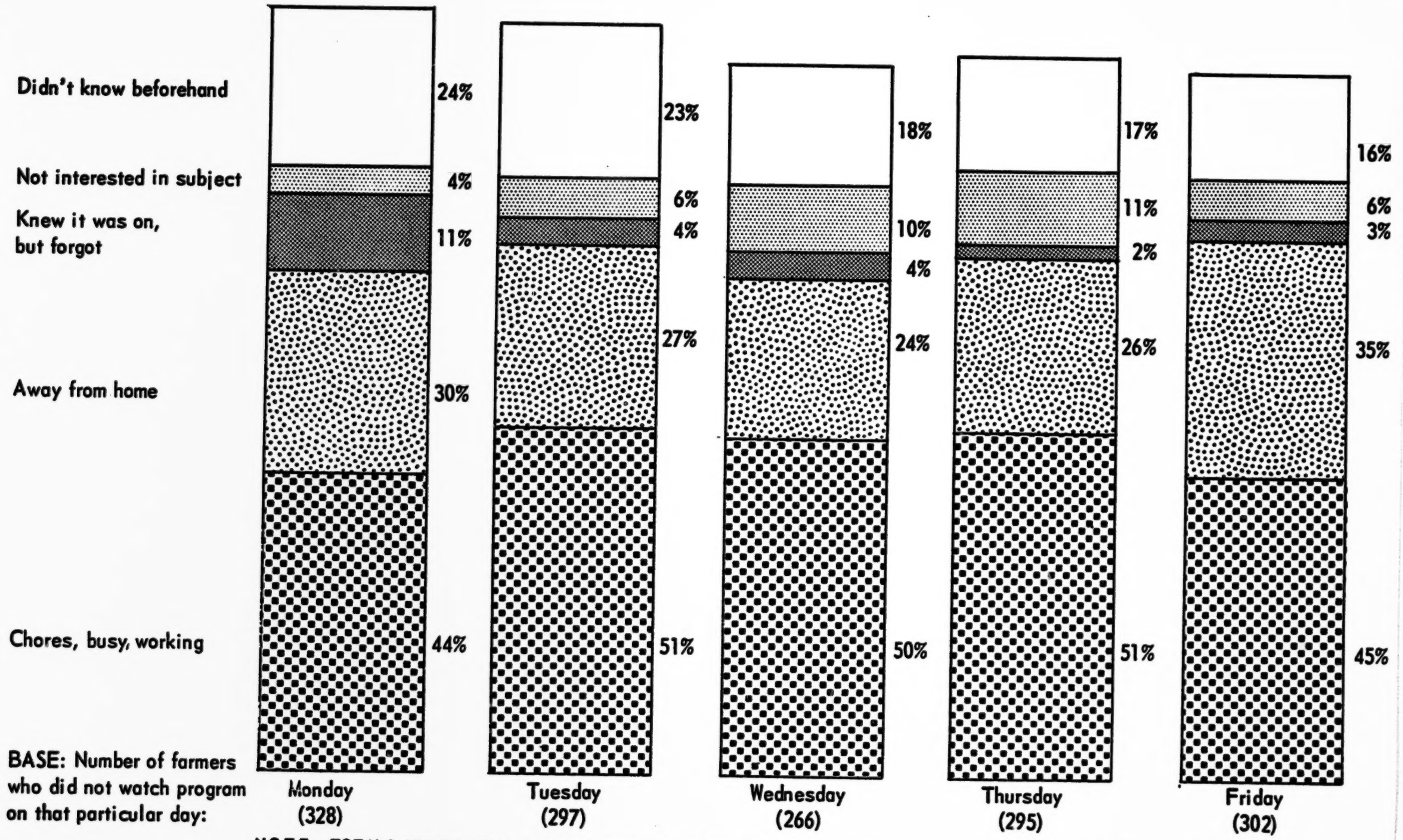
- An average 75-80 per cent of each day's non-viewers indicated that the reason for their non-viewing was that they were in some respect unavailable - either they were doing chores, otherwise occupied, or away from home that day. In some cases, one presumes, the farmer had no choice but to miss the program; in others it may well be that he simply chose to get on with his work rather than watch a program that did not interest him particularly. Hence, the 'chores, busy, working' category, as shown here, may be somewhat inflated by this kind of rationalisation.

- The proportion of non-viewers who said they knew about the series beforehand but who missed a program through forgetting to switch on was fairly high on the first day but fell away to a small 2-3 per cent as the week went on and awareness of the broadcasts increased. The proportion who said they did not know about the broadcasts before the series began also declined as the week progressed, presumably for the same reason. However, even by the Friday, there was still in Alberta, a high 16 per cent of non-viewers claiming that their reason for not watching was that they had had no prior knowledge of the broadcasts - 16 per cent, that is, of farmers who did not watch the Friday program but had watched an earlier program in the series. This would indicate that the experience of watching a program earlier in the week still left some people unaware that the course was being broadcast every day of the week at this same time. This, in its turn raises the question of the adequacy of on-air publicity and suggests that, in future weekly series of this kind, special care should be taken to ensure that each day's viewers are adequately briefed on what is to follow later in the week. This is not a problem unique to Alberta; however it is a fact that in Alberta the effects of this apparent lack of information are much more marked than in the other two provinces.

CHART A7

MAIN REASONS GIVEN FOR NOT VIEWING PARTICULAR PROGRAMS - BY FARMERS WHO WATCHED SOME PART OF THE COURSE

ALBERTA



NOTE: TOTALS ADD TO MORE THAN 100 PER CENT BECAUSE SOME FARMERS GAVE MORE THAN ONE REASON FOR NOT VIEWING

SECTION II

VIEWERS' REACTIONS TO WHAT THEY SAW

This section of the report deals with the extent to which those who watched the programs found them interesting, informative and useful, with the suggestions they made for improving them, and with those subjects which they would like to see covered in future series. Also reported and discussed are certain indications of how generally disposed farmers are to the idea of an instructional TV course of this kind.

INTEREST IN EACH DAY'S PROGRAM

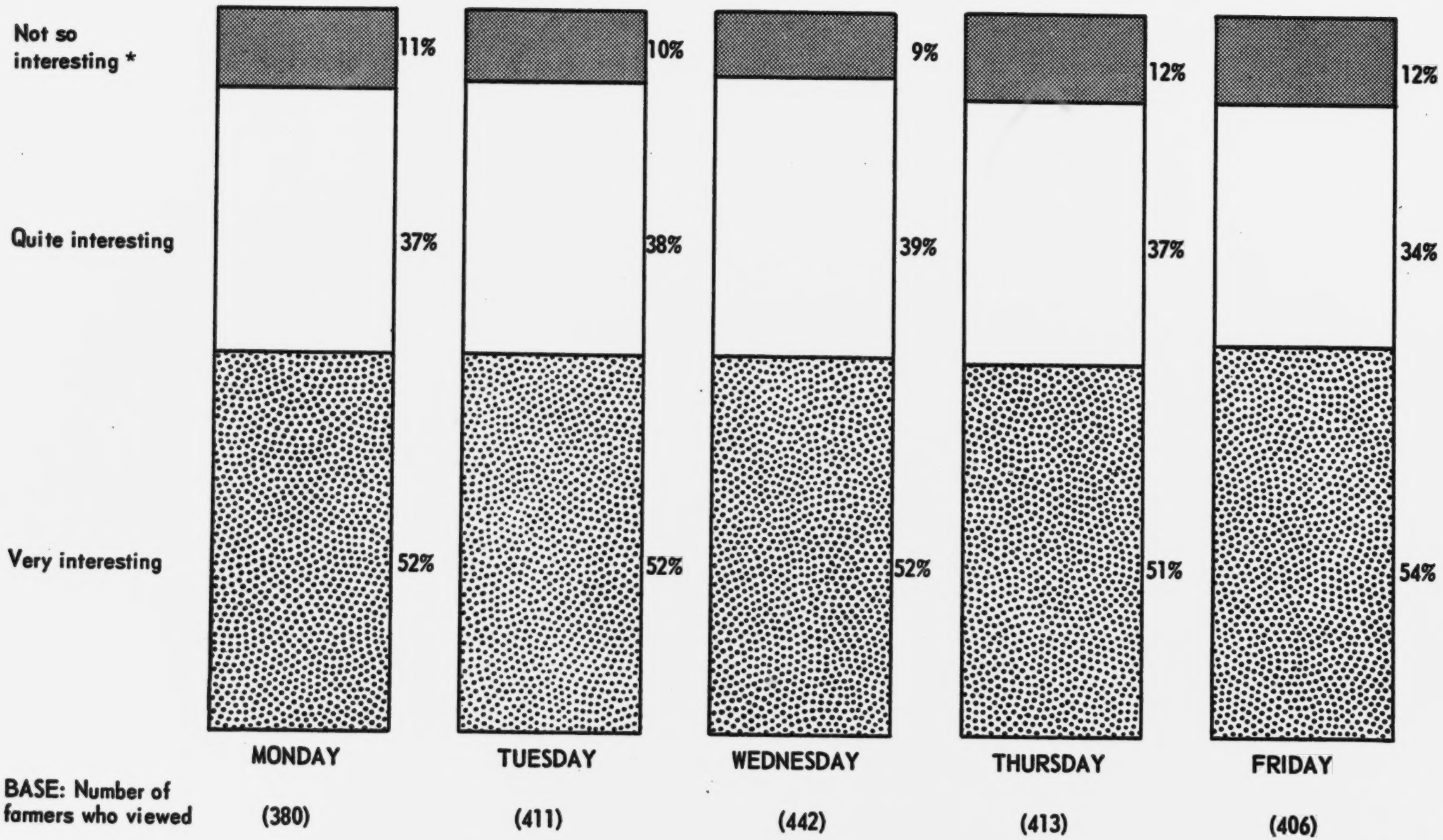
- Having regard to the quite large turnover of viewers from day to day, perhaps the most notable feature of these results is the extent to which each day's audience proved to be about equally interested in each of the five programs. In Manitoba the Friday program was more sharply criticised than any of the others, and in Saskatchewan the Monday program was felt to be the most interesting program of the five; but in Alberta no such distinctions were made.

- It is also a fact that Alberta audiences tended, on the whole, to express slightly more interest in each of these programs than did audiences in the other two provinces. As we have already noted in the Saskatchewan section of the report, this may be due to the fact that audiences were smaller in Alberta and smaller audiences paradoxical as it may seem, are often more interested than a larger audience would be in the same program. This is not peculiar to farm audiences. It is a more general phenomenon and relates to the fact that, other things being equal, a large audience that has been specially motivated to watch a program - by specially effective publicity or perhaps by the absence of sufficient counter-attractions - is more likely to include some people who are not particularly interested in the subject matter than an audience that is smaller and has not been subjected to the same amount of pressure.

CHART A8

INTEREST IN EACH DAY'S PROGRAM

ALBERTA



* 'Not so interesting' includes all who said 'all right, not bad', 'not very interesting' and 'not interesting at all'.

EXTENT TO WHICH THE INDIVIDUAL PROGRAMS WERE FELT TO HAVE PROVIDED NEW AND USEFUL INFORMATION

Of each of the five programs that they had seen, farmers were asked, first, if they had learned anything new from it and, if so, what exactly it was they had learned; then those who had learned something new were asked if they had learned anything from that program that seemed of particular use to them in their work - if so, what? The results are illustrated opposite.

- The proportion of Alberta farmers who, having watched a program, felt that they had learned something new from it, varied from a high of 73 per cent in the case of the Monday (soil) program, through 68 per cent in the case of the Wednesday (beef cattle) and Friday (farm management) programs to a low of 63-64 per cent in the case of the Thursday (beef cattle) and Tuesday (forage) programs.

- The Monday program also proved to be a little ahead of the others in the extent to which the information gained from it was felt likely to be of practical use. However, inter-program differences were small here and in fact reactions to all five programs as 'particularly useful' were more widespread among Alberta audiences than among audiences in the other two provinces. As might have been expected, this was true especially of the Wednesday and Thursday beef cattle programs which were much more widely appreciated in Alberta, as being 'useful' programs, than in Manitoba or Saskatchewan.

- As in Saskatchewan the Tuesday (forage) program was felt to be the least practically useful program of the five, a distinction that, in Manitoba, was held by the special Friday program on careers in farming. The special Alberta Friday program, on the other hand, was well received in this respect.

- Viewers who felt they had learned nothing new or particularly useful from one program often found something new and/or useful in another. Consequently, the cumulative proportion of farmers who felt they had benefited in these respects from at least some part of the course is larger than the proportion who felt this about any one program. In Alberta, 85 per cent of farmers who watched the series at all felt they had learned something new from some part of it and almost two-thirds, 64 per cent, felt that what they had learned was likely to be of practical use to them. The 85 per cent figure is almost identical with that obtained in Manitoba and Saskatchewan, but the 64 per cent figure gives Alberta a distinct lead over the other two provinces (Manitoba 57 per cent, Saskatchewan 58 per cent) in the extent to which farmers felt the course to be useful to them in their work.

EXTENT TO WHICH FARMERS FELT THEY HAD LEARN
AND FOUND SOMETHING PARTICULARLY USEFUL IN EACH PR

ALBERTA

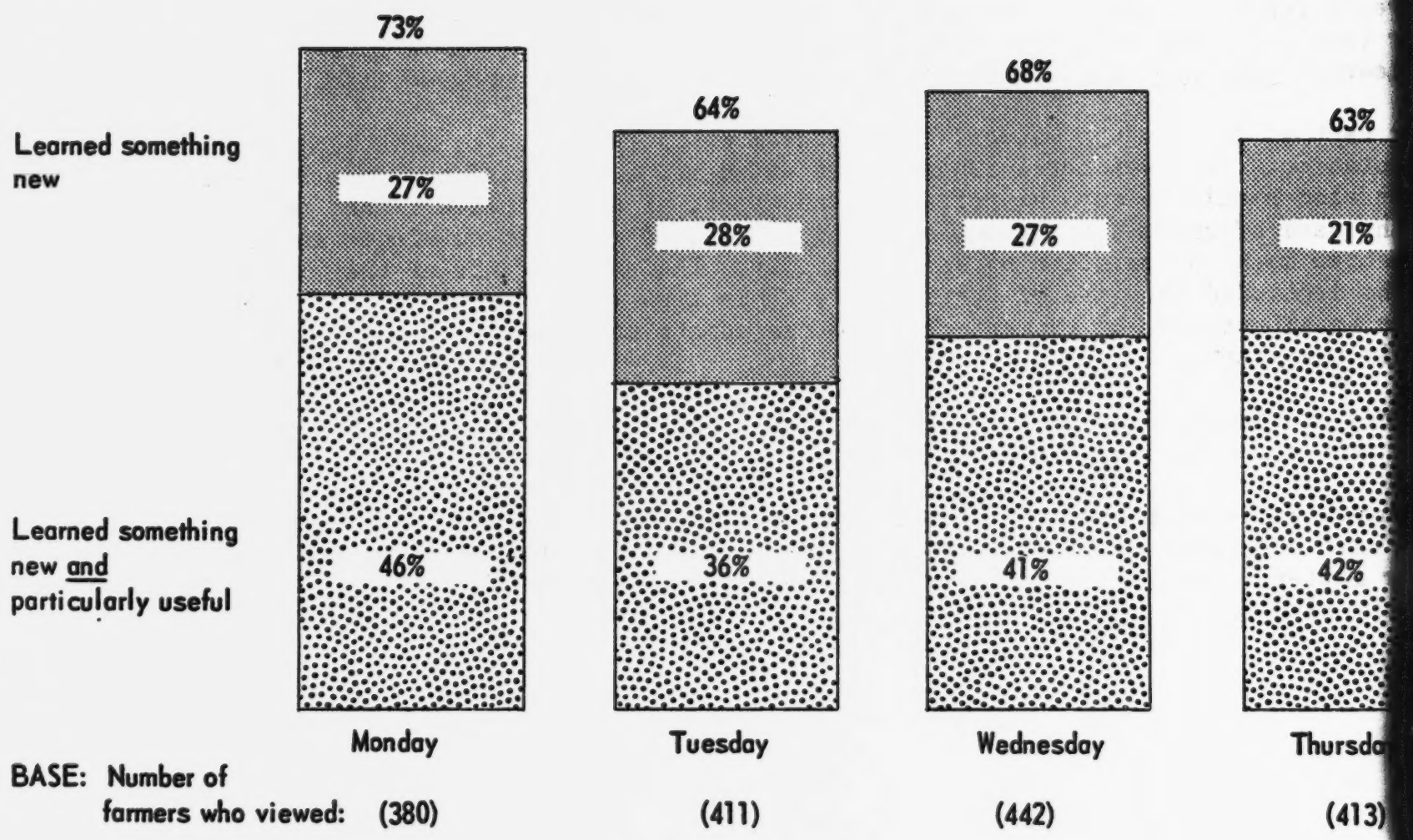
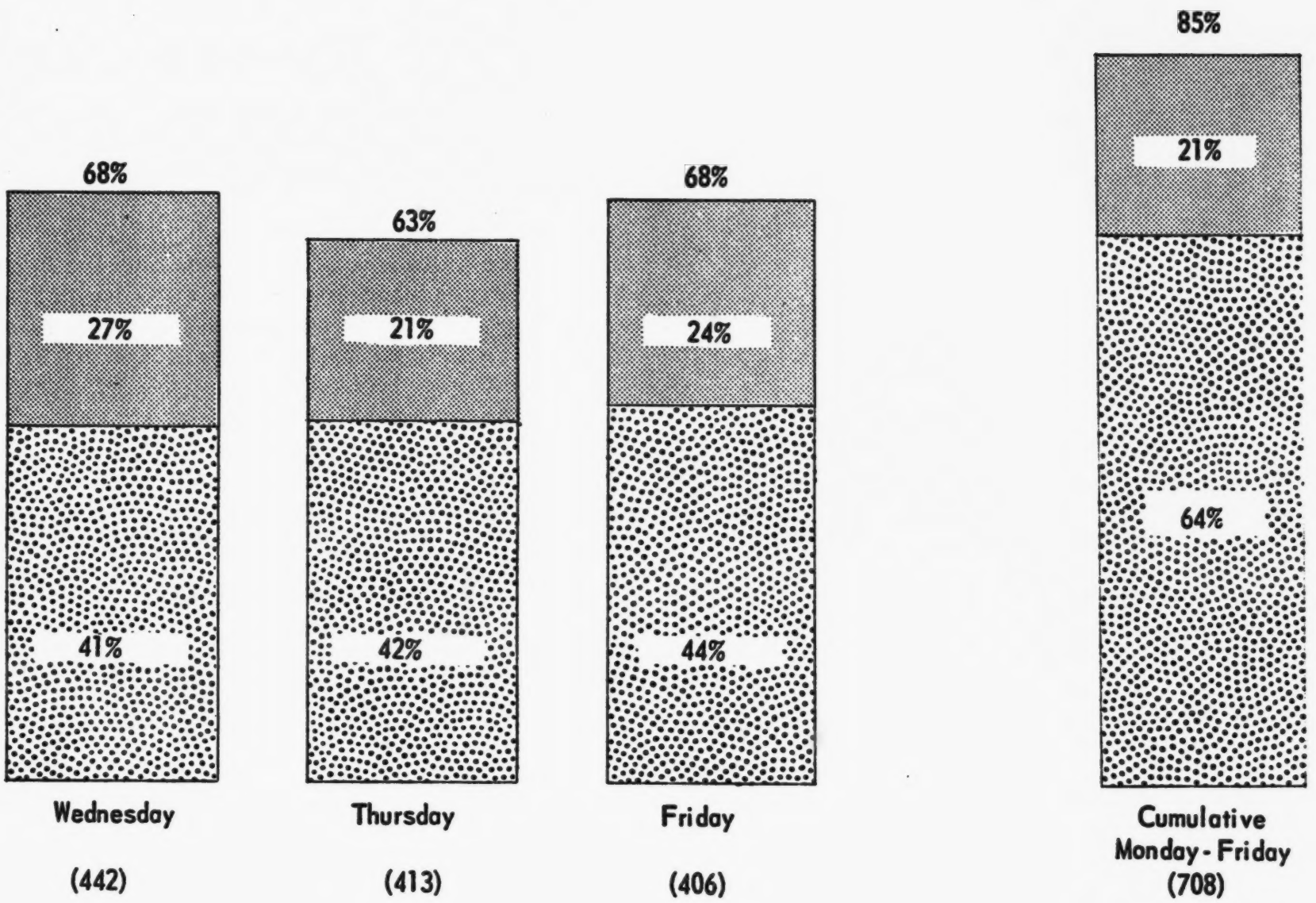


CHART A9

H FARMERS FELT THEY HAD LEARNED SOMETHING NEW
PARTICULARLY USEFUL IN EACH PROGRAM, AND IN THE SERIES

ALBERTA



In the next few pages we have listed and commented on those points most frequently made by viewers when asked to say what it was in each program that they found new and particularly useful. Obviously an account of this kind will not make much sense to a reader unless he has a fairly detailed knowledge of the content and format of the programs. This is assumed in the section of the report that follows.

It must also be stressed that the percentage figures shown in CHARTS A10 through A19 are intended merely to indicate the relative emphasis given to these various points in viewers' answers. Since the questions asked were posed in deliberately general terms, without reference to any specific feature of each program, these percentages obviously do not represent the full extent to which the audience for any program may have felt it to be informative and/or useful in this respect.

WHAT FARMERS FELT THEY HAD LEARNED FROM THE MONDAY PROGRAM

- As already reported, about three-quarters of those Alberta farmers who watched the Monday (soil) program felt they had learned something new from it. A quarter said they learned <u>something</u> about summerfallow, but without being more specific.

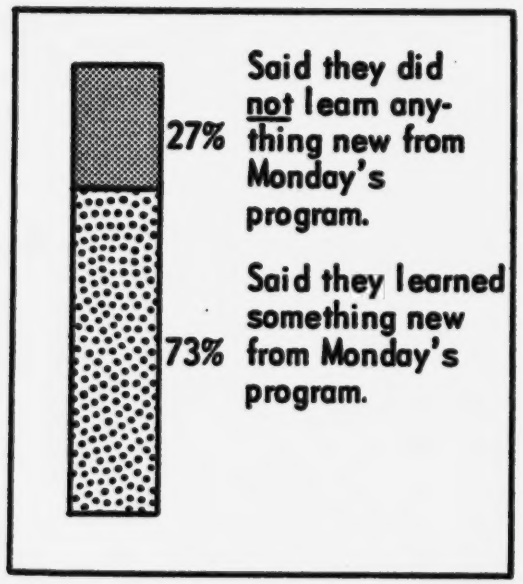
- 12 per cent of farmers who watched this program mentioned learning something about crop rotation. This was not a subject that was dealt with specifically, and these answers also should be seen as reflecting an aspect of summerfallow: that is to say, the uses of grasses and legumes as a cheap source of plant nutrients and an alternative means of maintaining soil fertility. The same is true of the 11 per cent who mentioned the 'use of fertiliser'. This also was referred to in the program as an alternative to summerfallow. Other points made less frequently are shown in the chart.

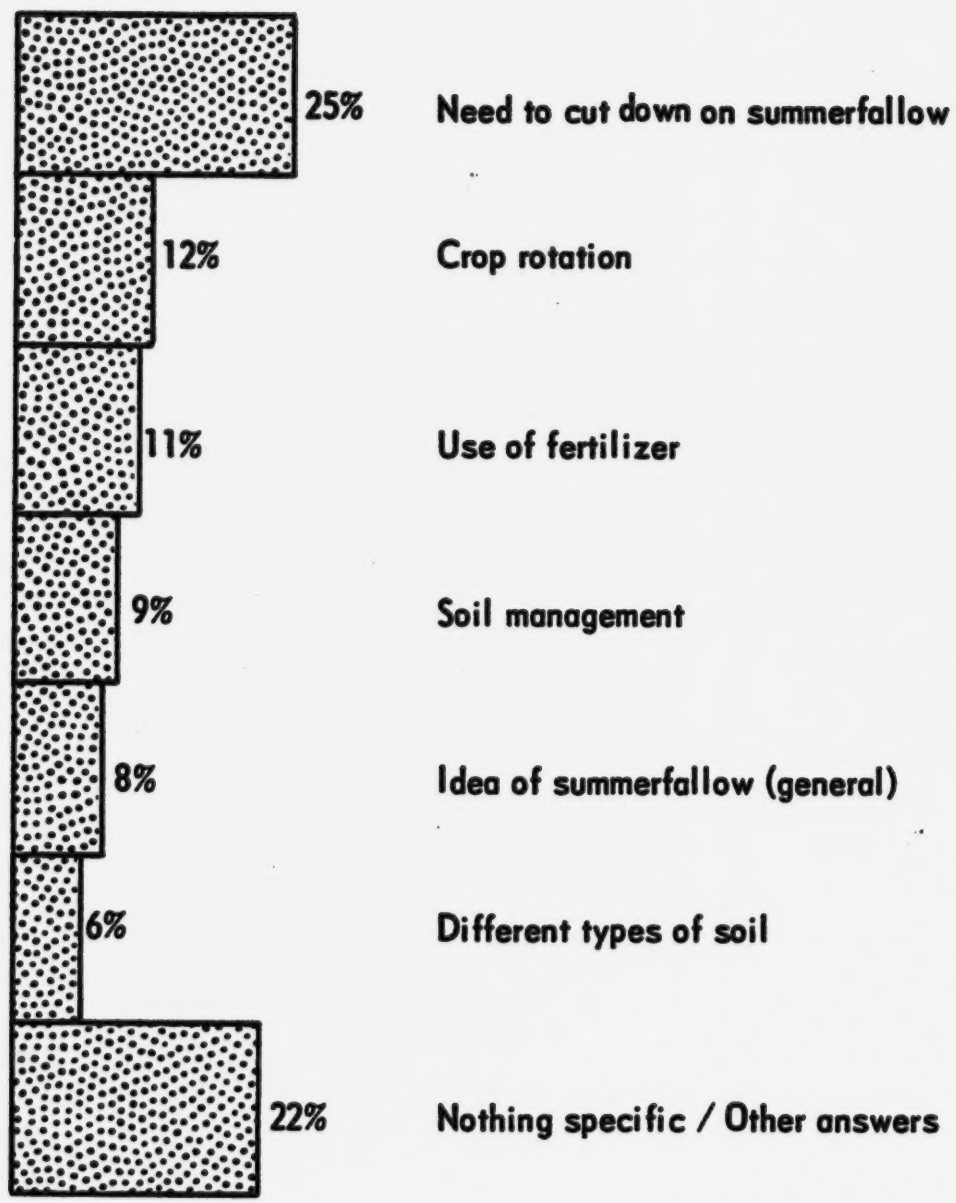
- The three provinces differed not at all in the extent to which these different points were emphasised in the answers given.

- The general impression one gets from all this is that the 'summerfallow story' got across with some considerable impact. Whether it will be acted on is, of course, another matter. Even so, to have so many viewers 'playing back' the specific point about the need to cut down on summerfallow is, in itself, very encouraging.

WHAT FARMERS FELT THEY HAD LEARNED FROM THE MONDAY PROGRAM

ALBERTA





BASE: Number of farmers who viewed this program (380)

NOTE: Because some respondents commented on more than one item, the sum of the individual percentages, in this and in other similar charts to follow, exceeds the total percentage of farmers who said they had learned something new (found something particularly useful, felt something could be improved) in the program.

WHAT WAS FOUND PARTICULARLY USEFUL IN THE MONDAY PROGRAM

Those farmers who felt they had learned something new from the Monday program named the items listed opposite as being particularly useful to them. Here again most of these are topics covering some aspect of summerfallow:

- Thus, 14 per cent named 'summerfallow' itself. Another 10 per cent mentioned 'soil analysis and improvement', a reference to an item near the end of the program in which mention was made of some soil analysis work that had been carried out in Manitoba to measure the effects of crops and summerfallowing in the level of nitrate nitrogen in the soil. The 7 per cent commenting on 'grasses, seeding and stubble' seem to refer to the same item in the program.

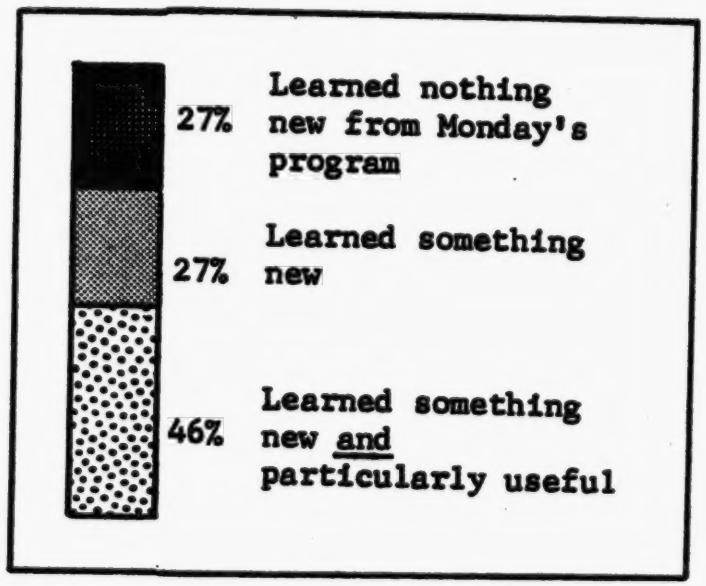
- Other references, to the 'use of fertiliser' (by 7 per cent of viewers), to 'rotation' (by 6 per cent) and to 'forage crops' (by 2 per cent) all represent possible alternatives to summerfallow as a means of maintaining soil fertility.

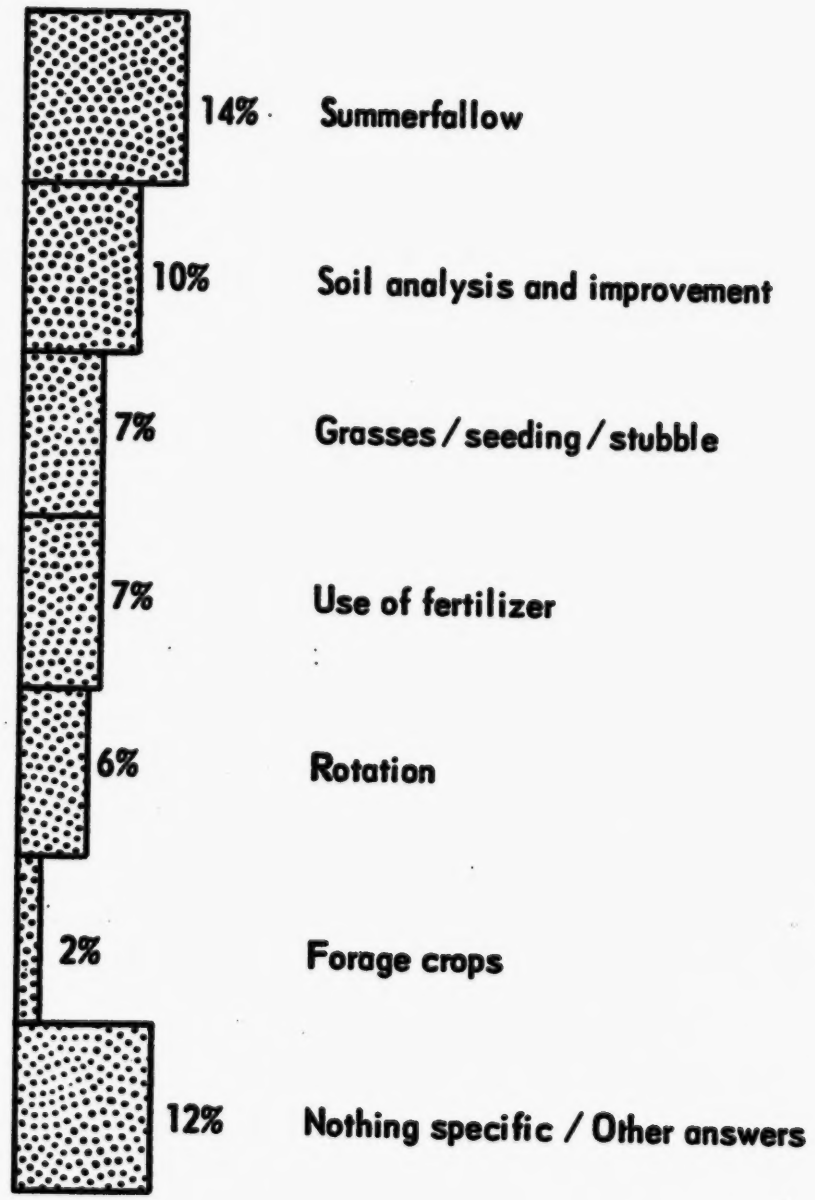
- There were no significant differences between the three provinces in the relative emphasis placed on these topics as 'useful' features of the program.

CHART A11

WHAT WAS FOUND PARTICULARLY USEFUL IN THE MONDAY PROGRAM

ALBERTA





BASE: Number of farmers who viewed (380)

WHAT FARMERS FELT THEY HAD LEARNED FROM THE TUESDAY PROGRAM

- Among the 64 per cent of Alberta farmers who felt they had learned something from the Tuesday (forage crops) program the topic most frequently mentioned in this context was 'pasture management' - referred to by 14 per cent of farmers in the audience. Slightly fewer references (11 per cent) were made to 'the importance of forage crops'. Other points mentioned less frequently are shown opposite.

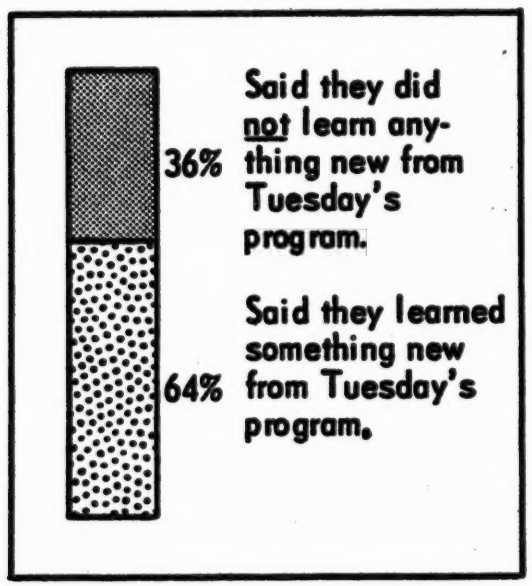
- Of special note is the fact that, in all three provinces, there were frequent references to what might be called the essentially 'visual' aspects of the pasture management section of this Tuesday program - to the photographs and the models. Other parts of this program did not have these advantages to the same extent and it would seem not unlikely that this may have contributed to making this pasture management section as memorable to the audience as it was.

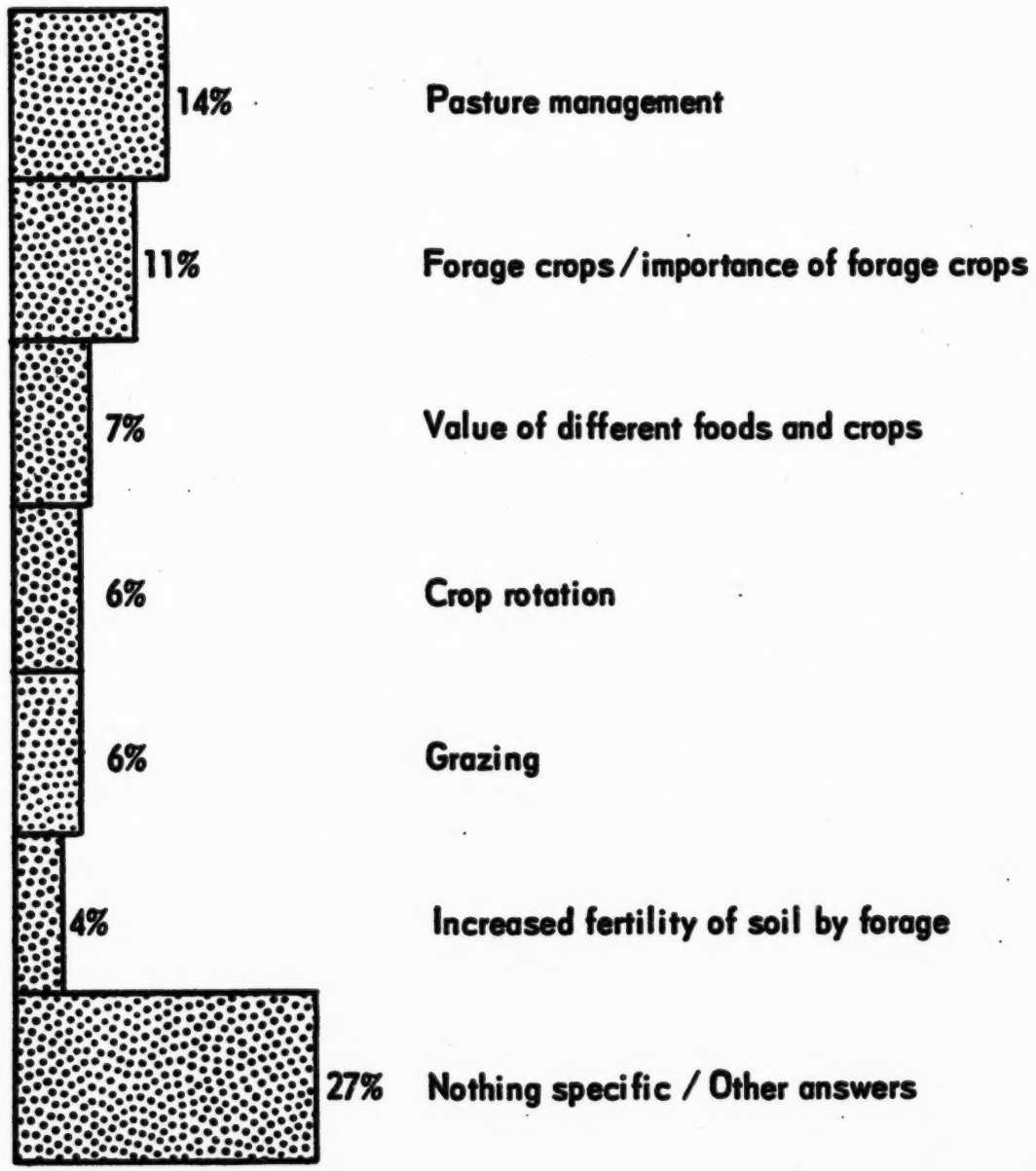
- Inter-provincial differences in viewers' reactions to this program were not great. Such minor differences as there were tended to suggest that Saskatchewan farmers were relatively more interested in the sections of this program dealing with forage crops than were farmers in Manitoba and Alberta who placed rather greater emphasis on what they felt they had learned from the program about pasture management.

CHART A12

WHAT FARMERS FELT THEY HAD LEARNED FROM THE TUESDAY PROGRAM

ALBERTA





BASE: Number of farmers who viewed (411)

WHAT WAS FOUND PARTICULARLY USEFUL IN THE TUESDAY PROGRAM

This was the program which, in Alberta, as in Saskatchewan, was less frequently mentioned than any other as having provided information of practical use.

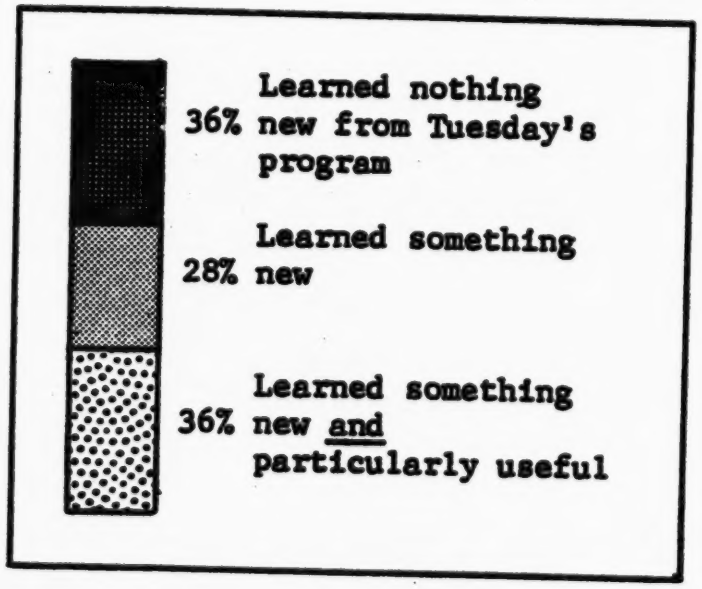
- Most references to points felt to be of particular use fell under the broad heading of 'rotation, pasture management and strip grazing'. Here again there were indications from viewers' answers that the use of demonstration models seemed to be specially successful in catching the audience's attention and engaging their interest.

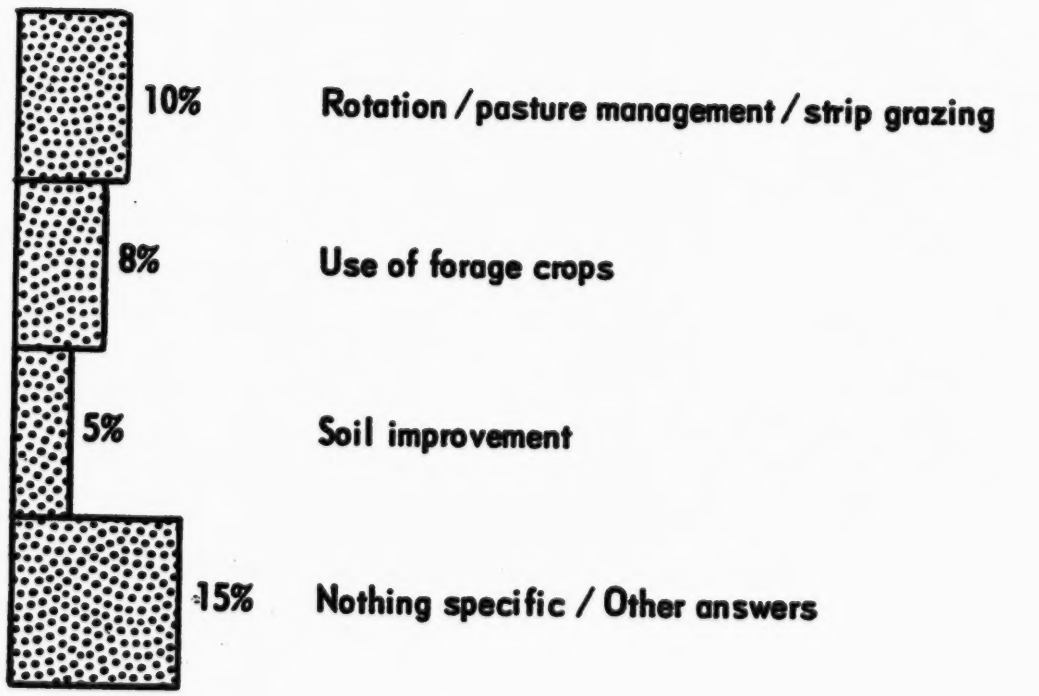
- Other items on this program rated as particularly useful concerned 'forage crops' and 'soil improvement'. All in all, however, that section of the Tuesday program devoted to pasture management seems to have been felt by farmers, in all three provinces, to be the part of most practical use to them.

CHART A13

WHAT WAS FOUND PARTICULARLY USEFUL IN THE TUESDAY PROGRAM

ALBERTA





BASE: Number of farmers who viewed this program (411)

WHAT FARMERS FELT THEY HAD LEARNED FROM THE WEDNESDAY PROGRAM

- In their reactions to the Wednesday program on beef cattle feeding, Alberta farmers singled out two features of the program as being particularly informative. These concerned:

  (a) handling the herd - with references to corrals, chutes, and gates (mentioned by 16 per cent of all who had seen this program), and

  (b) improving the herd including references to performance testing (mentioned also by 16 per cent of those farmers who watched this program).

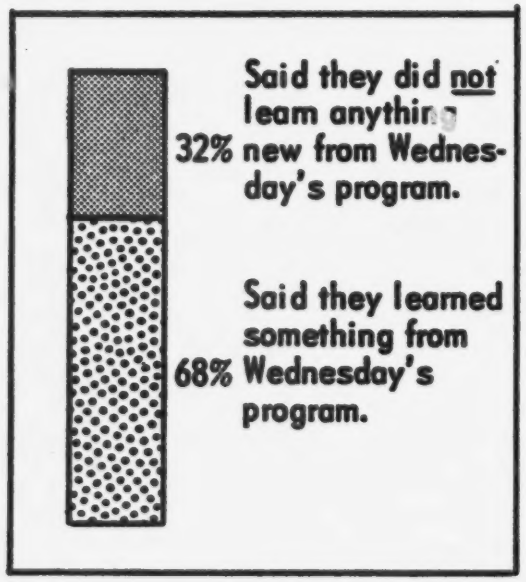
- Other topics mentioned as sources of new information related to cattle feeding and to feed additives; feeding facilities including references to self-feeders, and the cost of calf raising.

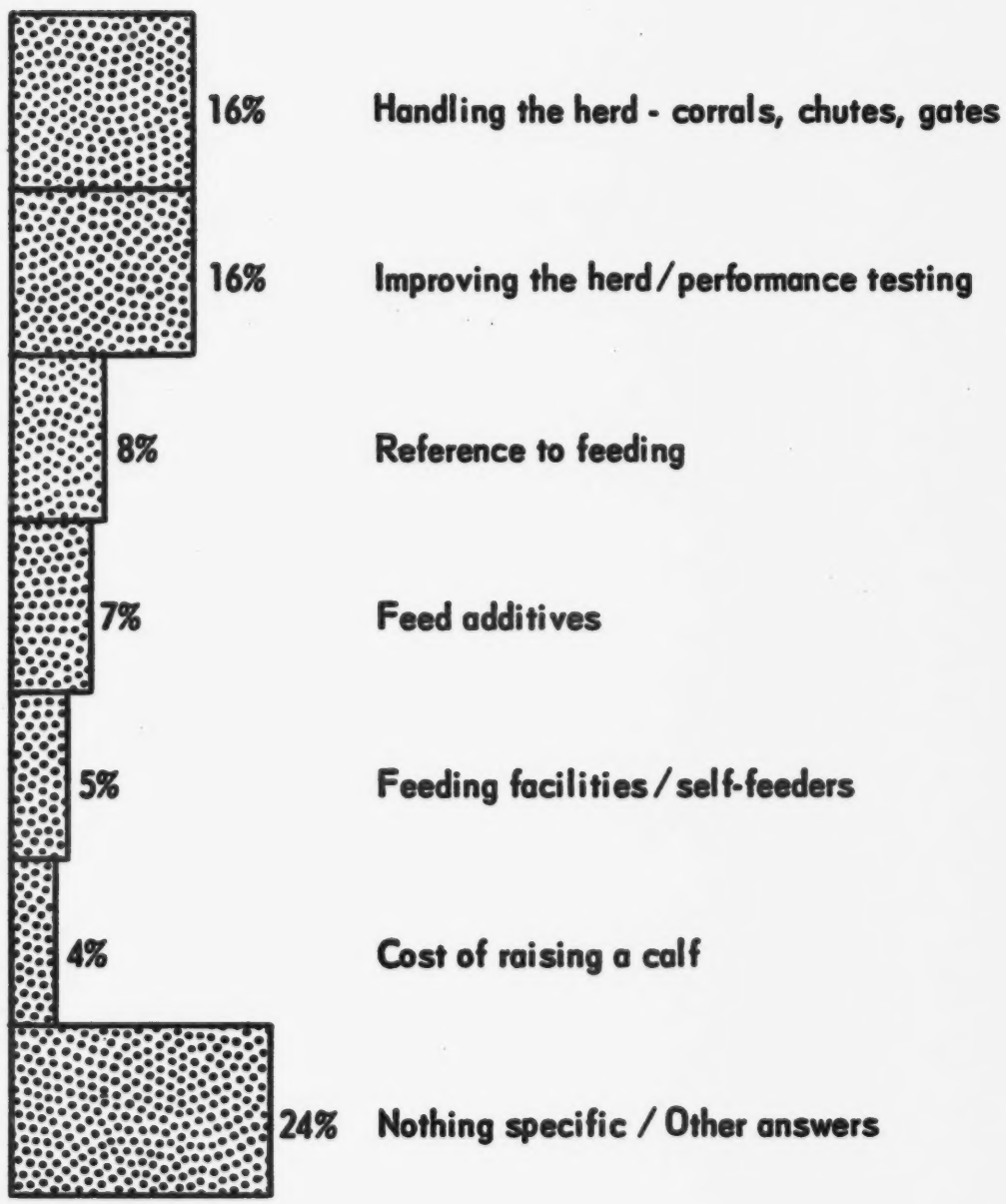
- There were no major differences between the three provinces in the extent to which these various points were emphasised.

CHART A14

WHAT FARMERS FELT THEY HAD LEARNED FROM THE WEDNESDAY PROGRAM

ALBERTA





BASE: Number of farmers who viewed (442)

WHAT WAS FOUND PARTICULARLY USEFUL IN THE WEDNESDAY PROGRAM

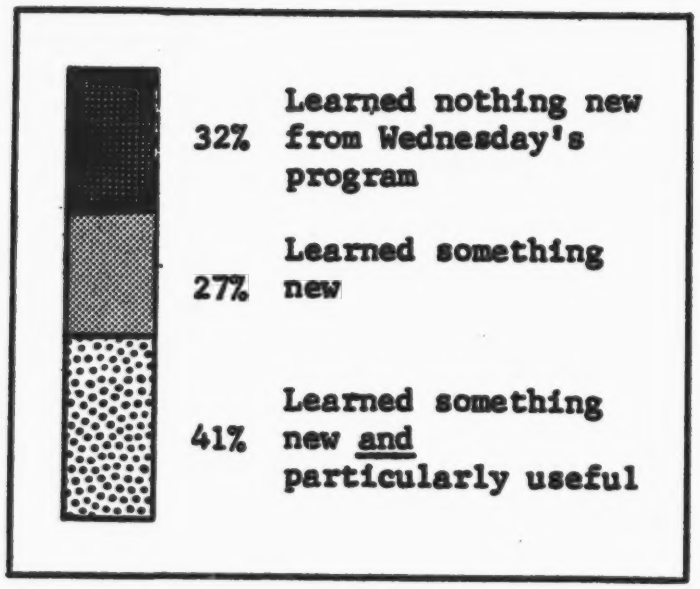
- Among the 41 per cent of viewers of this Wednesday program who felt they had learned something particularly useful from it, the three topics most frequently mentioned in this context were the same ones which had been cited most often as providing new information (see preceding CHART A14) - namely, cattle feeding, handling the herd, and improving the herd with supplementary references to performance testing.

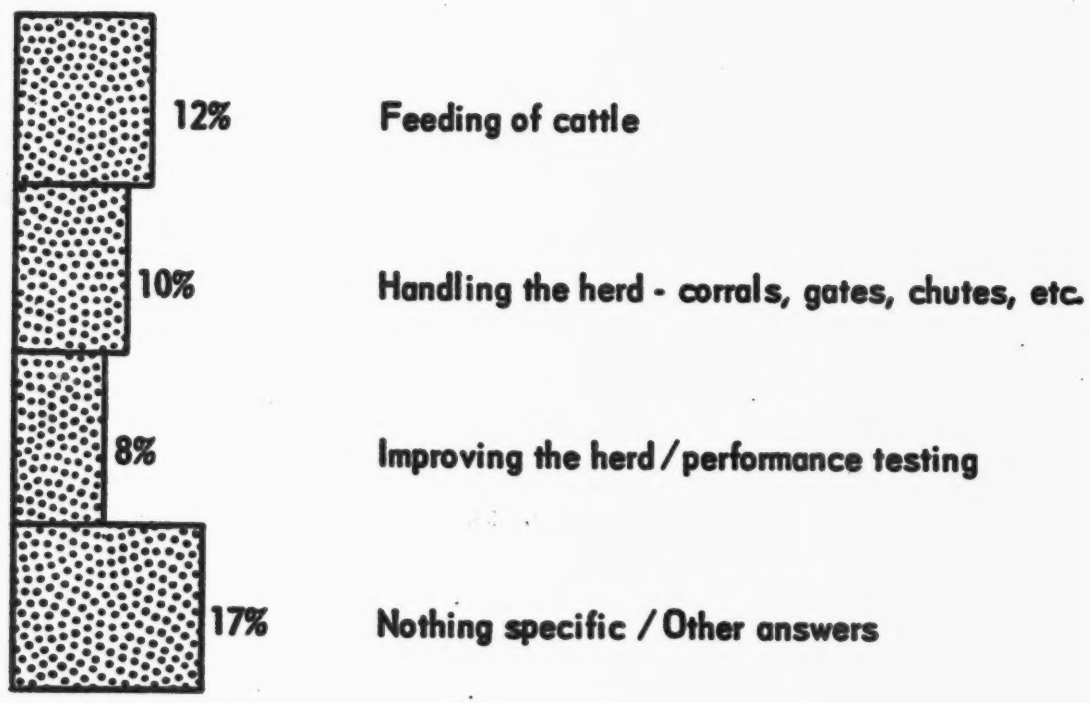
- These were the same points made by farmers who watched this program in the other two provinces.

CHART A15

WHAT WAS FOUND PARTICULARLY USEFUL IN THE WEDNESDAY PROGRAM

ALBERTA





BASE: Number of farmers who viewed this program (442)

WHAT FARMERS FELT THEY HAD LEARNED FROM THE THURSDAY PROGRAM

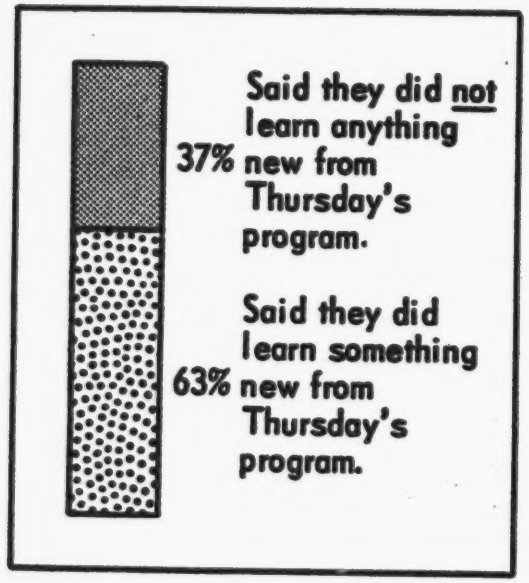
- Among the 63 per cent of viewers of the Thursday (beef breeding) program who felt they had learned something new from it, the section of the program most frequently mentioned as having provided new information was that concerned with feeding programs and mixing vitamins - a reference primarily to that part of the program covered by Dr. Stringham. Just under a quarter of all farmers who viewed made some reference to this subject matter. In Manitoba and Saskatchewan also this was the one feature of the program much more frequently mentioned than any other as a source of new information. Here again there were many favorable references to the effective use of film and other visual aids.

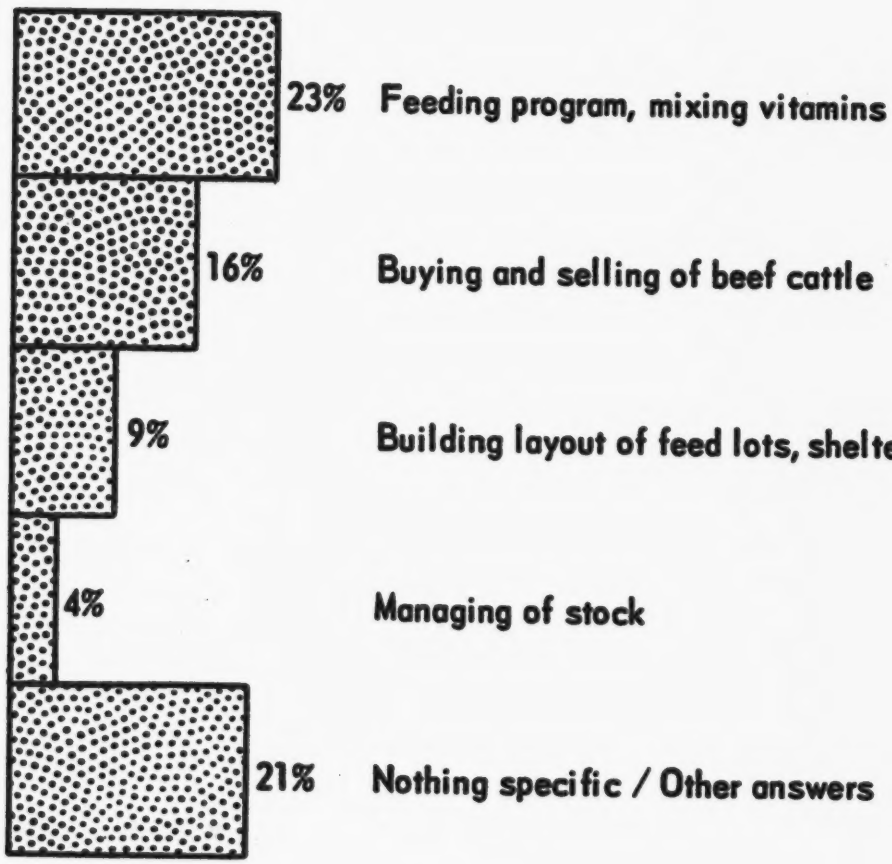
- The other two features of the program most frequently mentioned in this context were those dealing with the buying and selling of beef cattle, and with the building layout of feed lots, shelters and corrals.

CHART A16

WHAT FARMERS FELT THEY HAD LEARNED FROM THE THURSDAY PROGRAM

ALBERTA





BASE: Number of farmers who viewed this program

(413)

WHAT WAS FOUND PARTICULARLY USEFUL IN THE THURSDAY PROGRAM

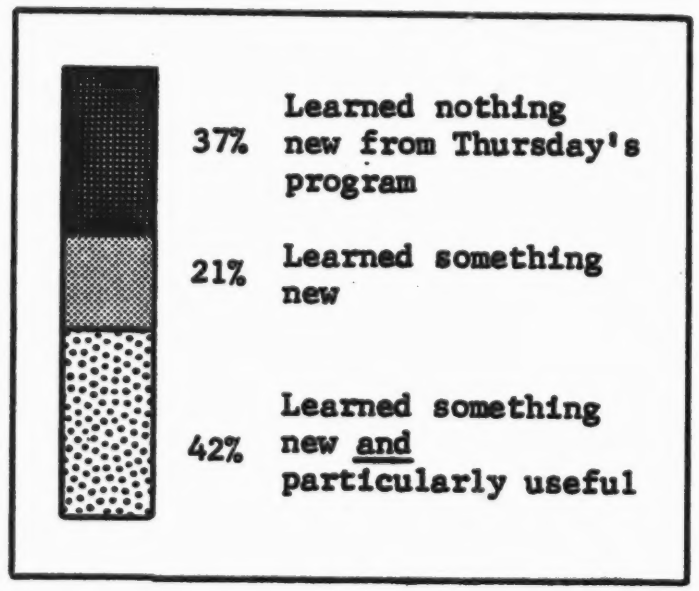
- The items found particularly useful in the Thursday program followed the same pattern as the references to those things in the program that had been found new. Most frequently mentioned was information relating to feeding systems. Then came references to the buying and selling of beef cattle or to marketing matters in general. Other information in the program mentioned as particularly useful related to buildings and equipment.

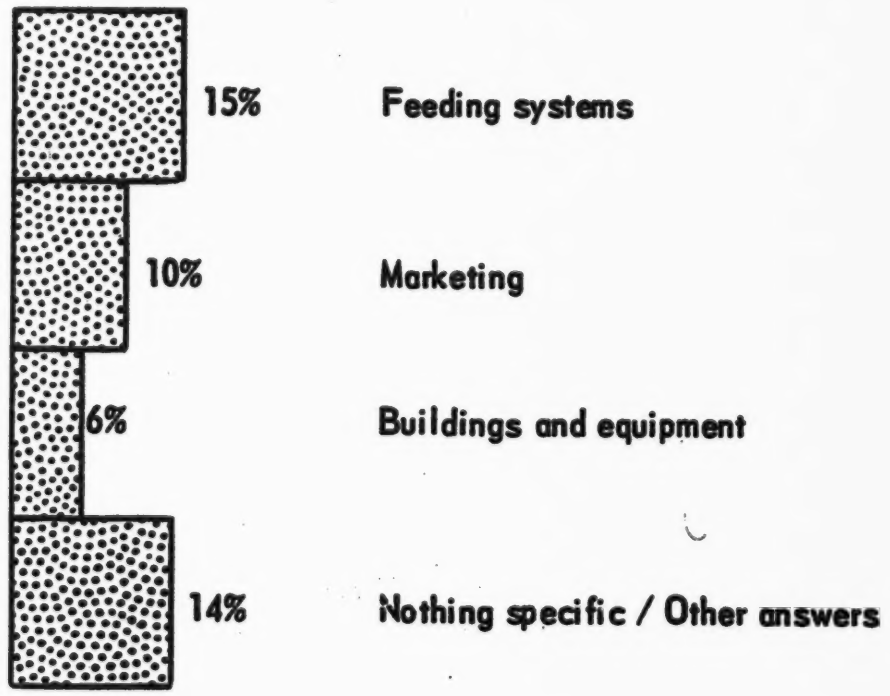
- In Manitoba and Saskatchewan also these were the features of this program felt by farmers to be of most practical use to them.

CHART A17

WHAT WAS FOUND PARTICULARLY USEFUL IN THE THURSDAY PROGRAM

ALBERTA





BASE: Number of farmers who viewed this program (413)

WHAT FARMERS FELT THEY HAD LEARNED FROM THE FRIDAY PROGRAM

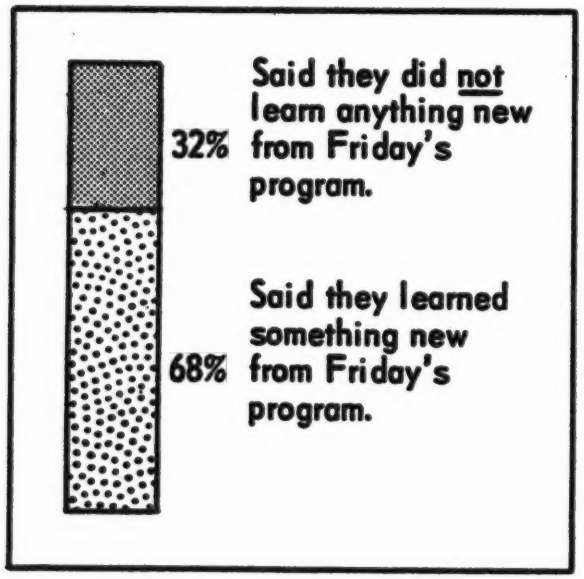
- Asked what they felt they had learned that was new to them, 25 per cent of those who had watched this program mentioned the importance of good book-keeping. Another 12 per cent, without referring specifically to book-keeping, mentioned the importance of maintaining good records on farm management. 10 per cent claimed they had learned something about cost analysis, and another 8 per cent about the importance of establishing the most suitable type of enterprise or speciality for their farm. Other references were of a more general nature.

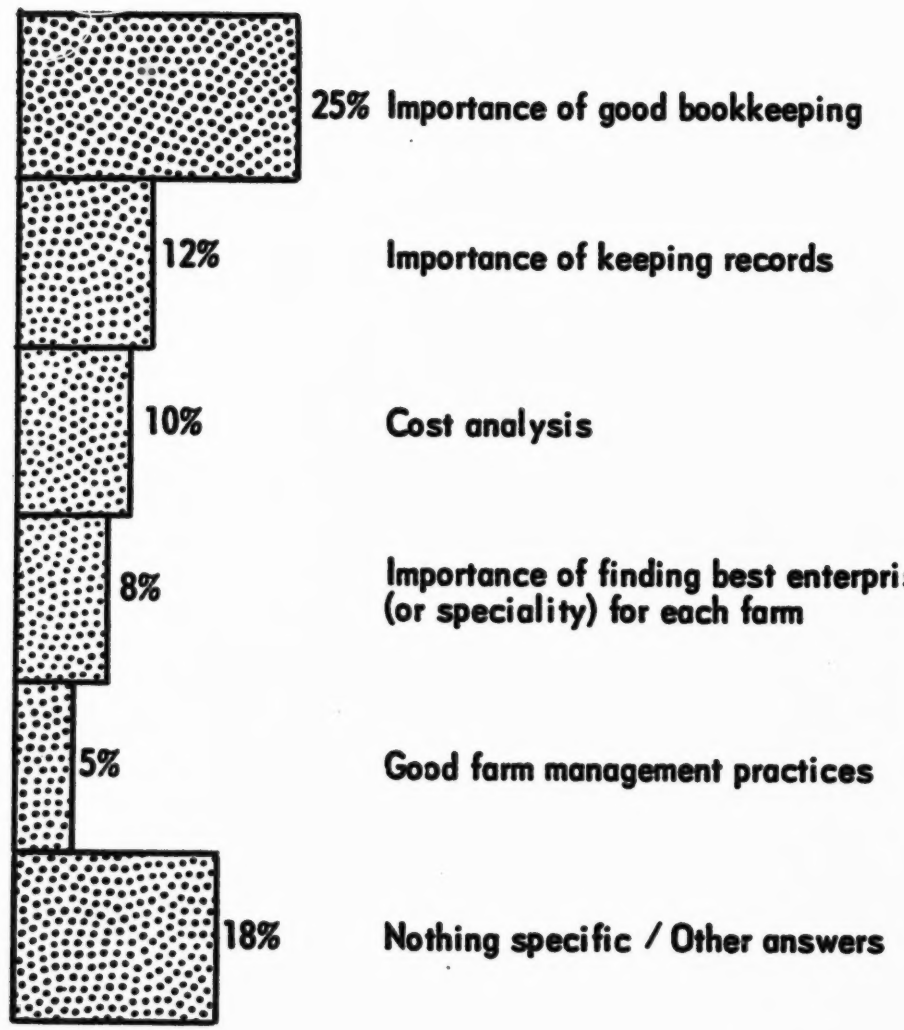
- It is thus clear that the section of this Friday program which was felt to be most informative was that section dealing with farm accounts and records. We might suspect that this arises from the very practical orientation of this part of the program, a hypothesis borne out by the next set of figures.

CHART A18

WHAT FARMERS FELT THEY HAD LEARNED FROM THE FRIDAY PROGRAM

ALBERTA





BASE: Number of farmers who viewed this program (406)

WHAT WAS FOUND PARTICULARLY USEFUL IN THE FRIDAY PROGRAM

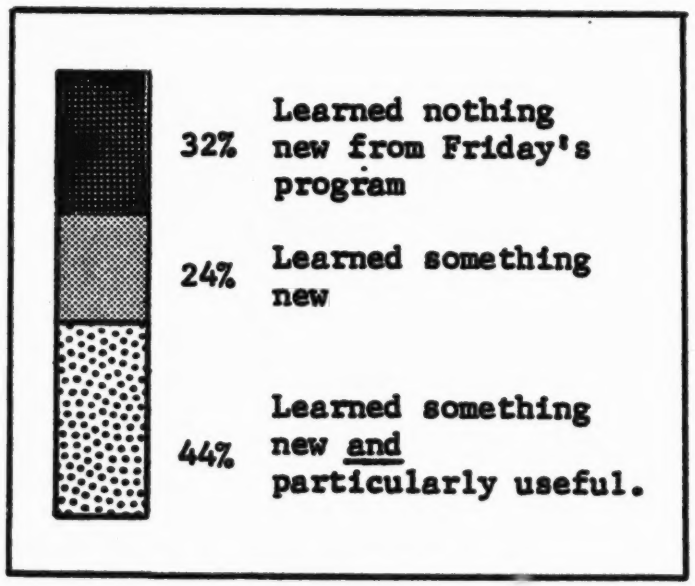
- Here we find references to book-keeping and records well in the lead as indications of what viewers found most useful in this Friday program, with some additional references to the importance of analysing costs.

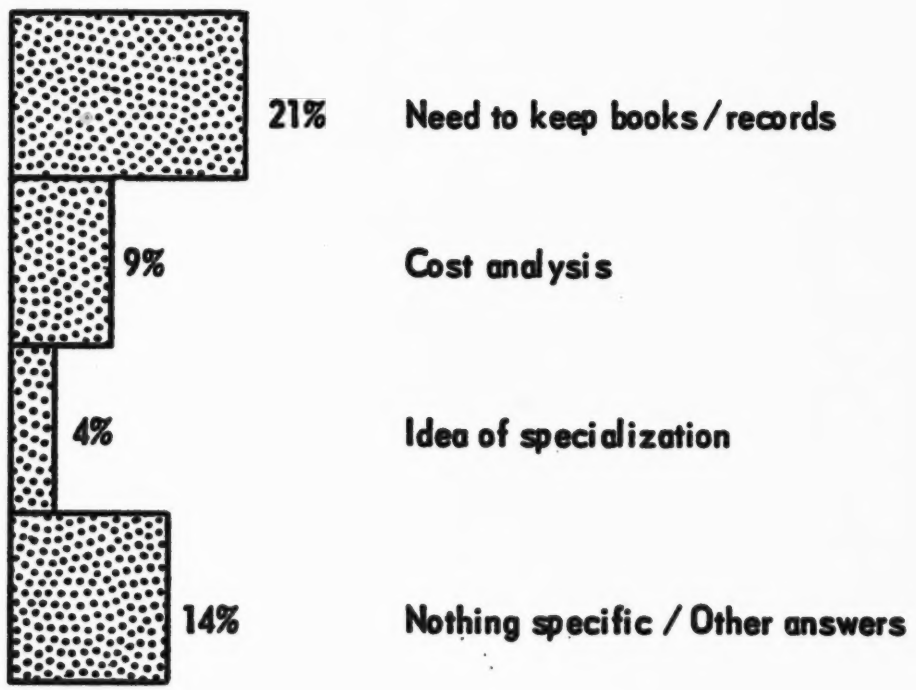
- Clearly this 'accounts and records' section of the program was felt to be not only the most informative but the most practically useful part of this whole farm management program.

CHART A19

WHAT WAS FOUND PARTICULARLY USEFUL IN THE FRIDAY PROGRAM

ALBERTA





BASE: Number of farmers who viewed this program (406)

EXTENT TO WHICH FARMERS FELT THAT THE PROGRAMS COULD HAVE BEEN 'BETTER FOR THEMSELVES'

Implicit in many of the answers given to these questions about 'new' and 'useful' information were certain comments on the programs not having done all that some people felt they might have done. In order to provide some measure of the extent of this feeling, the specific question was asked of those who watched each program: "Was there any part (of this program) that you felt could have been better for yourself?" On the next few pages are described the various types of critical and other comments levelled at the different programs. First however, a measure of the total extent of feelings of this kind:

- Approximately one viewer in every four who watched the Tuesday, Wednesday, Thursday and Friday programs felt that each of these programs, from his point of view, might have been better than it was. In the case of the Monday (soil) program as many as one viewer in every three felt this.

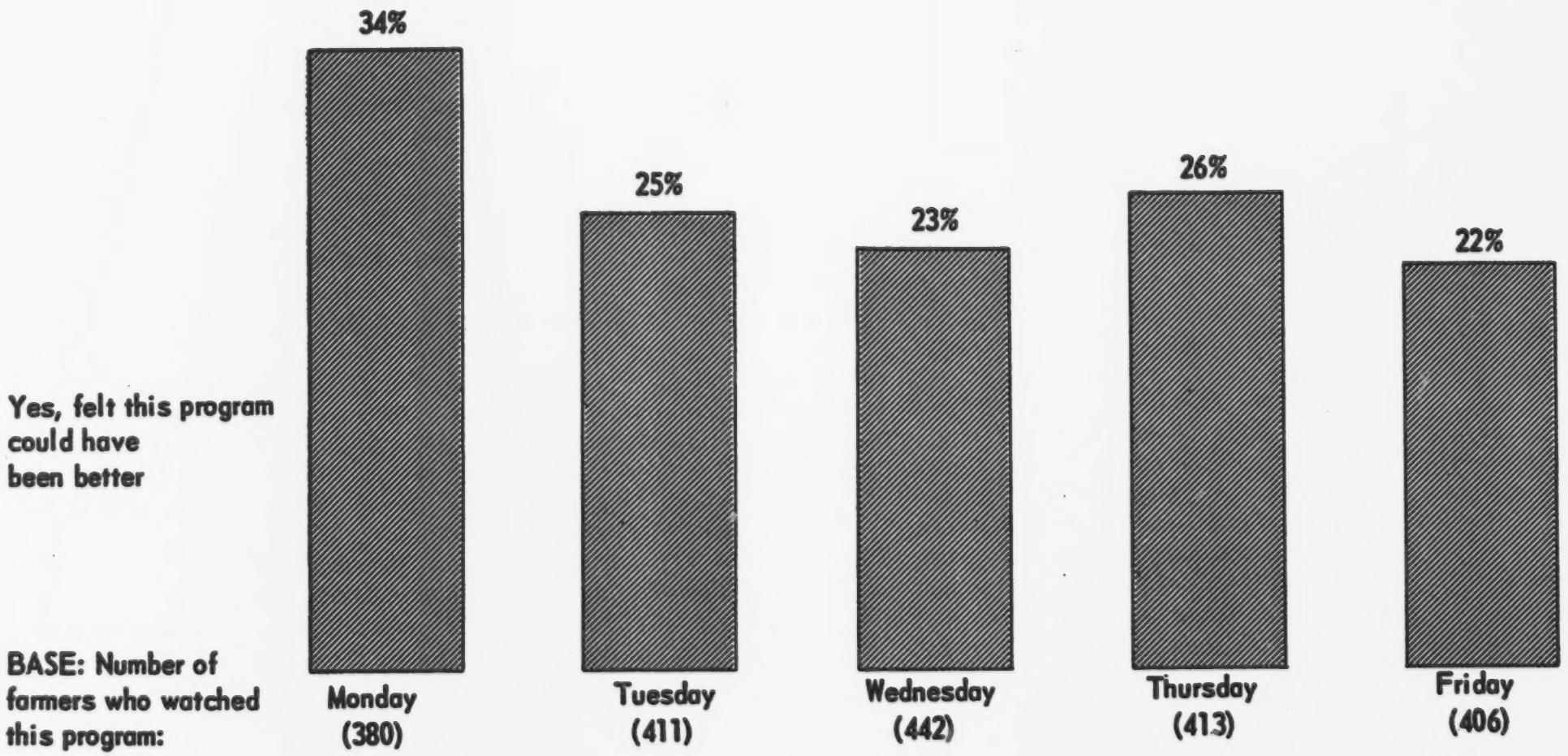
- It would be wrong to assume from this that the Monday program was seen as the least satisfying of the five programs. As already pointed out in the Saskatchewan section of the report (page 152) a program may be felt to have done a very effective job yet its content may be such that possible ways of improving it come easily to mind. This would seem to be the situation here. As already noted, Alberta farmers found this Monday program no less interesting than any of the other four (CHART A8) and in fact rather more informative and useful than most of them (CHART A9). However, more so than in the case of the other programs, it was felt that this Monday program might have been better than it was.

- Audience reactions were similar in Saskatchewan: the Monday program was felt to be just as interesting, informative and useful as any of the other programs but, to a greater extent than the others, it was felt that it might have been better than it was. Not so in Manitoba, however, where the Monday program was felt to be in no more need of improvement than any of the other programs. The explanation for this becomes clear when we look at the next chart. This shows the different types of suggestions made for improving the Monday program.

CHART A20

EXTENT TO WHICH FARMERS FELT THAT THE PROGRAMS COULD HAVE BEEN "BETTER FOR THEMSELVES"

ALBERTA



WAYS IN WHICH FARMERS FELT THE MONDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

- The point made most frequently about the Monday (soil) program, by 14 per cent of all Alberta farmers who saw it, was that they would have liked the program to have dealt more fully with their own area, their own type of farm. A further 8 per cent felt the Monday program could have been more specific, more detailed than it was. These two types of comment were often closely related, indeed in some instances almost indistinguishable. In effect what this amounts to is that, in total, some 30 per cent of all farmers in Alberta who watched this program felt that it wasn't talking directly enough to them, not dealing adequately with their particular interests and area problems.

- We have already indicated, in earlier sections of the report, that this same type of criticism was levelled at this Monday soil program by farmers in the other two provinces. In fact, comments of this kind were most frequent in Saskatchewan and least frequent in Manitoba, with Alberta falling about mid-way between the two. In all three provinces however this was the main point of criticism made by viewers - namely, that the program was rather too general.

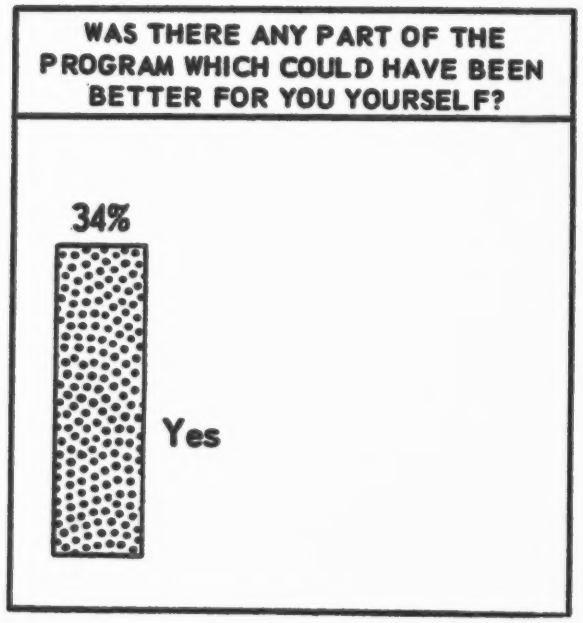
- At the same time, it is important not to exaggerate this apparent deficiency. After all, over three-quarters of all Alberta farmers who watched this program offered no spontaneous criticism of this kind. This in itself must be regarded as a considerable achievement by a single program on soils and land use, considering the great variety of soil zones that exist not only across the Prairie region but within Alberta itself.

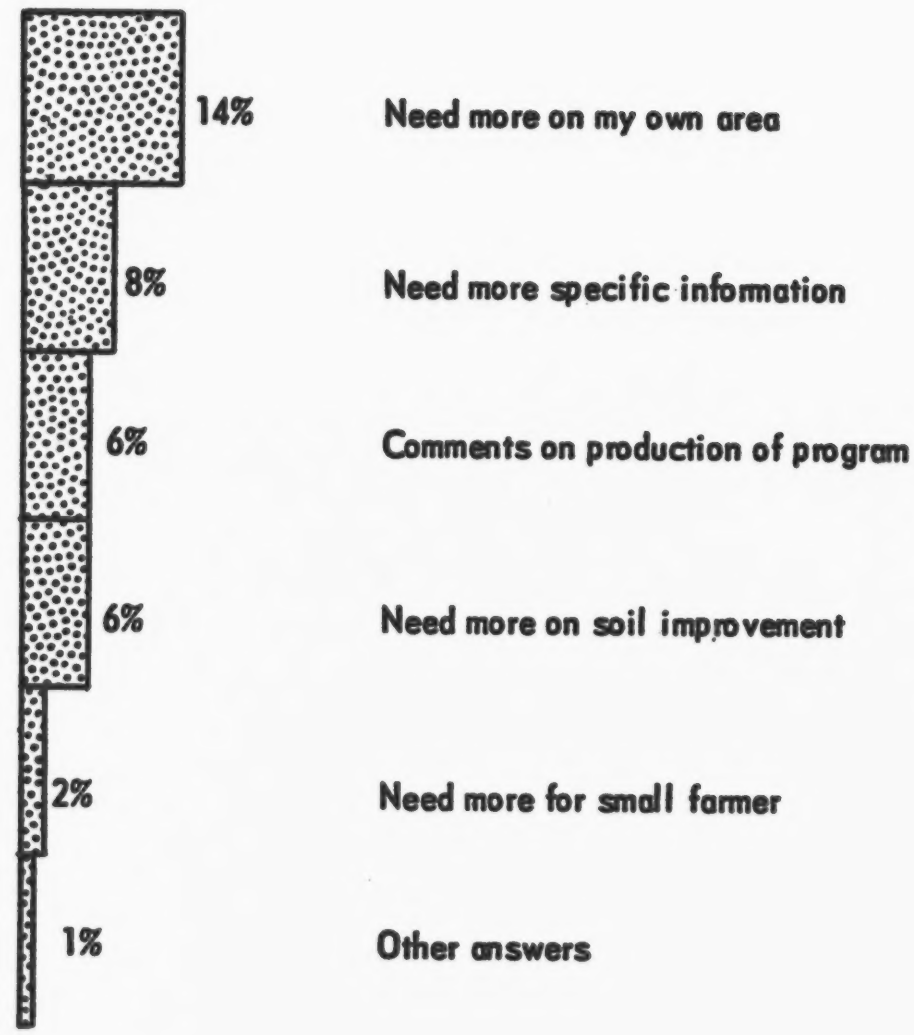
- Few suggestions were made as to how this Monday program might have been better in other ways. There were some requests for more information on how to effect soil improvements, and a few comments on the need for more time to be devoted to the small farmer. Also, under the heading of 'production of program' are included a number of suggestions about perhaps making more effective use of charts and other visual aids in a program of this kind, and the advantages of demonstrating 'before and after' affects on actual farms. However none of these minor suggestions were peculiar either to Alberta or to the Monday program: the same types of comments were made by Manitoba and Saskatchewan viewers and, in varying degrees, about other programs in the series.

CHART A21

WAYS IN WHICH THE FARMERS FELT THE MONDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

ALBERTA





BASE: Number of farmers who viewed (380)

WAYS IN WHICH FARMERS FELT THE TUESDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

- In Alberta, as in the other two provinces, the Tuesday program on pasture management and forage crops drew from viewers the same two main types of comment as did the Monday program - the need for more information "in my own area" and the need for more specific, detailed information.

- In this Tuesday program, even more so than in the case of the Monday program, it was not difficult to locate the basis for these suggestions. A number of different grazing practices were described in the program and the point was made, very reasonably, that the farmer's own choice would have to depend on such factors as the amount of moisture available, the type of livestock enterprise, the size of the farm, the land value, and the skill of the operator. Most viewers regarded this as sufficiently specific guidance for their own needs but a minority did not and it was they who complained. Obviously it is difficult to satisfy everyone in the same way.

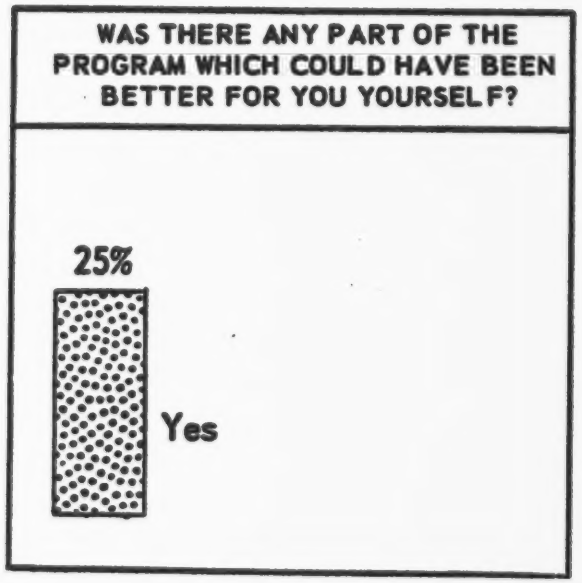
- Similarly, in another part of the program the point was made that the right decision as to the amount of perennial forage required could only be decided after a study of the results of local experimentation, the farmer's own personal preference, and an analysis of the returns from the various farm programs. Here again, this was enough for most of the audience, but some complained that information of this kind was not sufficiently specific for their needs.

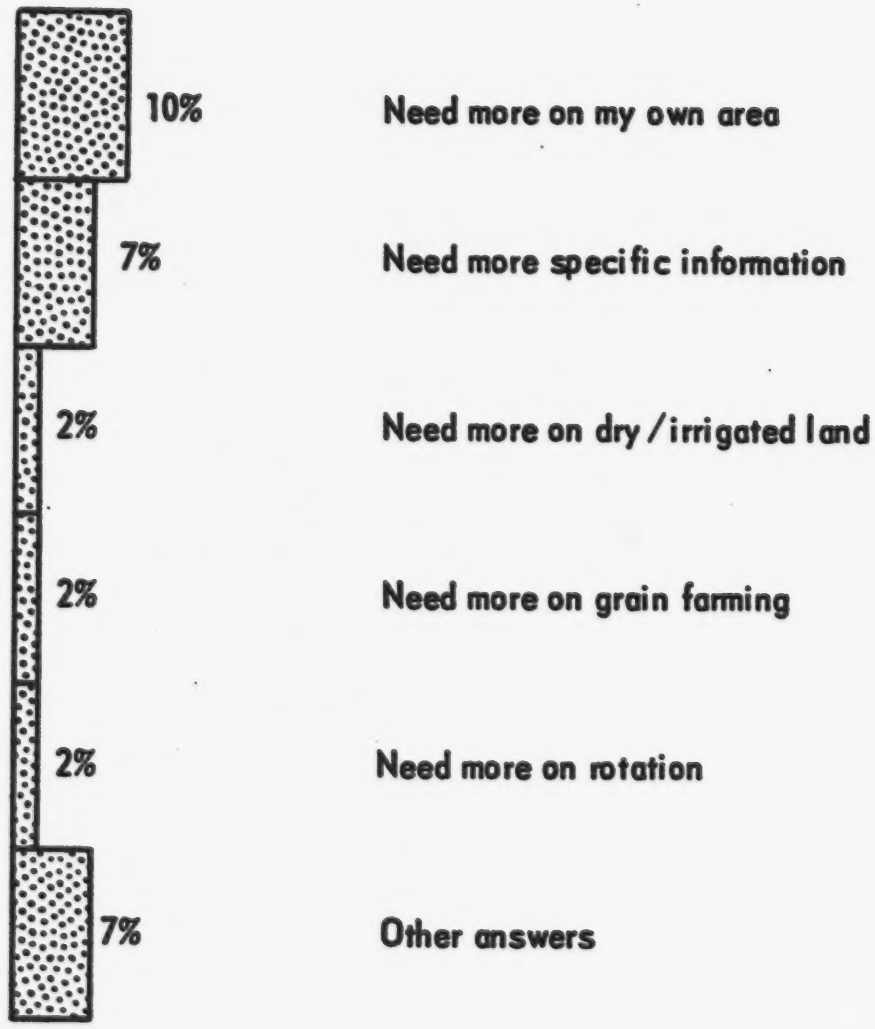
- These are not audience reactions peculiar to Alberta; we encountered them in all three provinces, and it is certainly important to know that, among a minority of viewers, defects of this kind in the program are felt to exist. However (to repeat the point made in earlier sections of this report) what has to be kept firmly in mind is that these are very definitely minority opinions and that, in a program of this kind, to take steps to satisfy this minority by spelling out too much too specifically, could make the program less attractive to those who do not feel the same need for detail. Obviously the answer lies in striking a balance that will best serve the needs of the audience as a whole and the aims of those responsible for the series.

CHART A22

WAYS IN WHICH THE FARMERS FELT THE TUESDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

ALBERTA





BASE: Number of farmers who viewed (411)

WAYS IN WHICH FARMERS FELT THE WEDNESDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

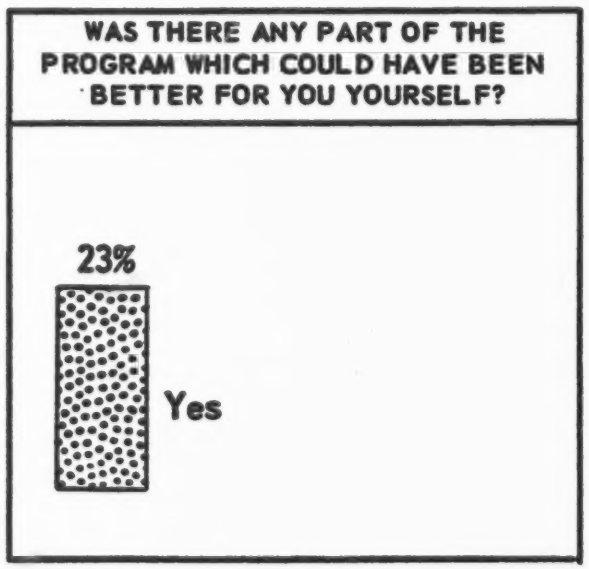
- Suggestions made for improving the Wednesday program on beef cattle breeding ranged over a number of points without emphasising any one of them particularly strongly. Some 7 per cent of those who saw the program made the somewhat vague suggestion that there should have been more on 'livestock and feeding', and 5 per cent called for more specific information on the subjects dealt with. There were a few comments on the 'production of the program' covering points which we have discussed elsehwere, and a few others requesting more information on 'my own area' and more for the 'small farmer'.

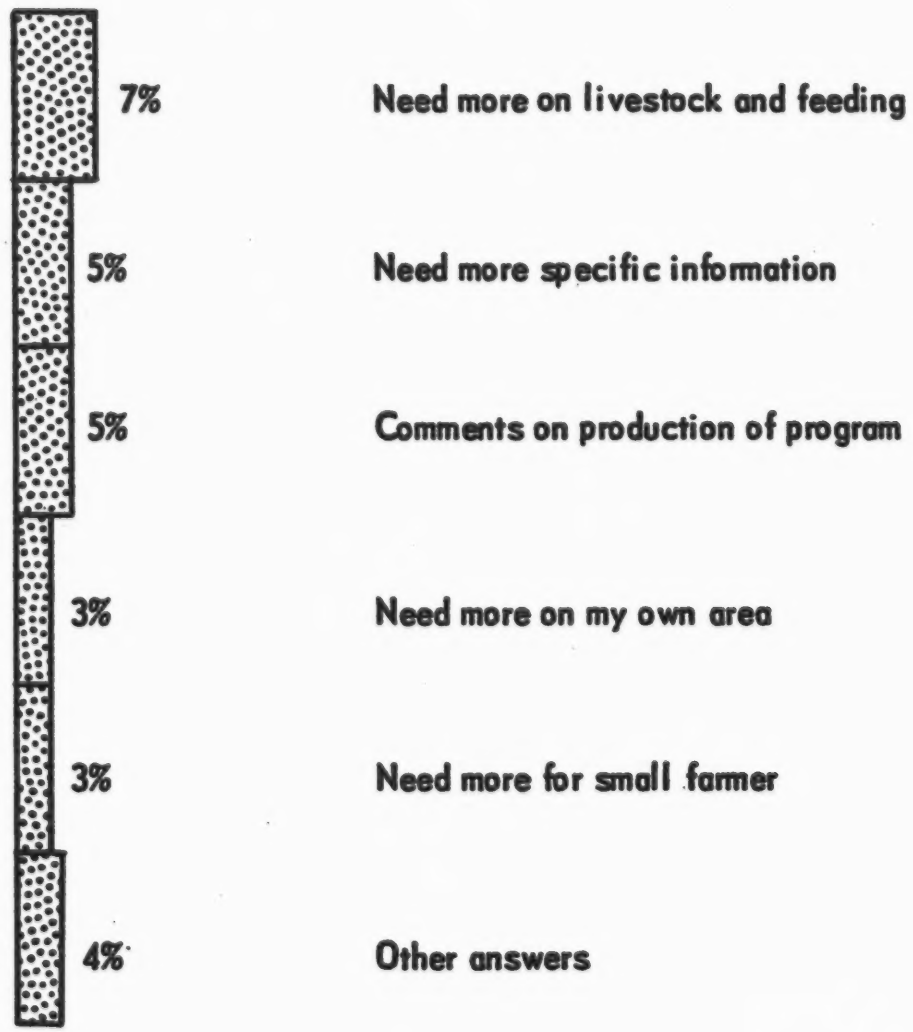
- Of note here is the fact that whereas, in Manitoba and Saskatchewan, by far the most frequently made comment on this program was that it did not have enough in it for the small farmer, in Alberta there were relatively few comments on this point and priority was given to the need for more information on livestock - presumably a reflection of the relatively greater number of farmers in Alberta with primary interests in this type of enterprise.

CHART A23

WAYS IN WHICH THE FARMERS FELT THE WEDNESDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

ALBERTA





BASE: Number of farmers who viewed (442)

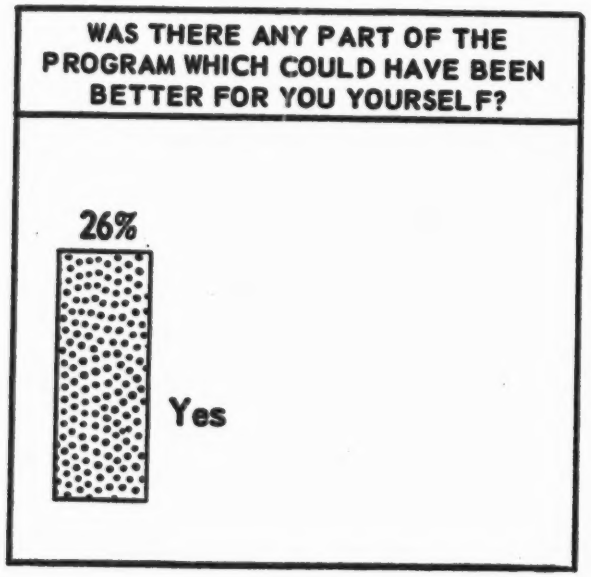
WAYS IN WHICH FARMERS FELT THE THURSDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

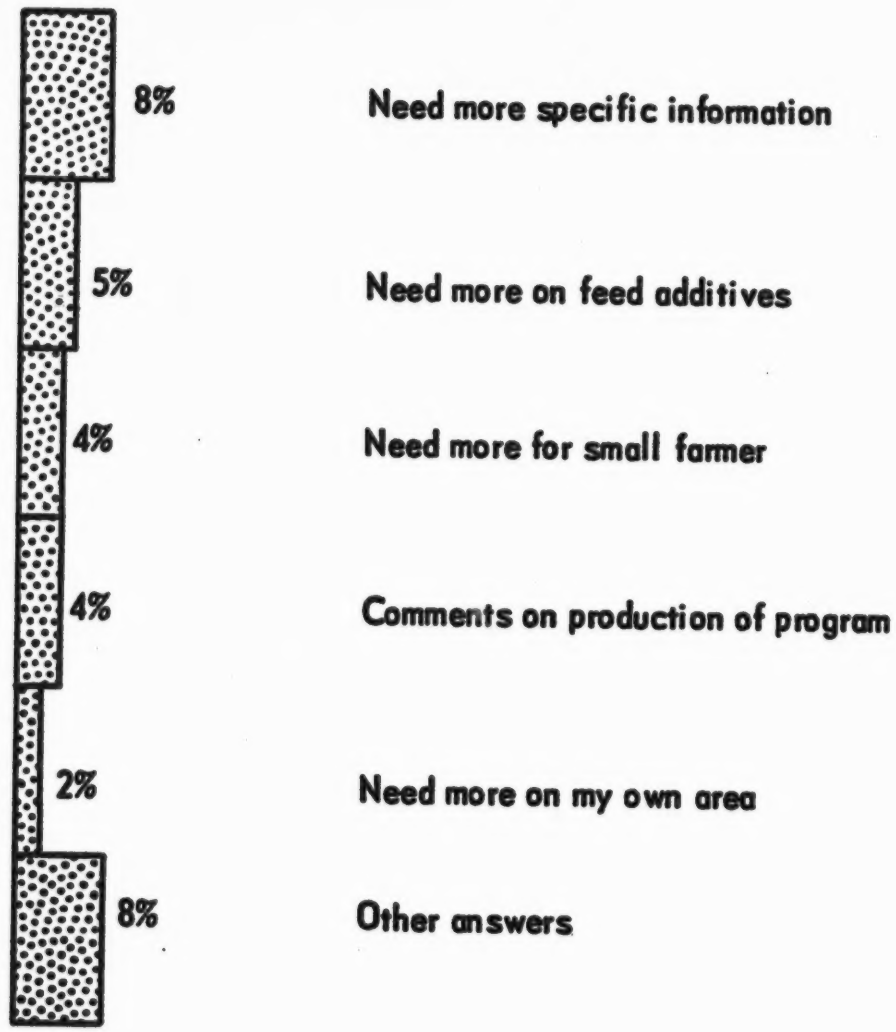
- The other beef cattle program in the series was the Thursday program on beef feeding. It drew much the same types of suggestions for improvement as did the Wednesday program, and the same considerations apply.

CHART A24

WAYS IN WHICH THE FARMERS FELT THE THURSDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

ALBERTA





BASE: Number of farmers who viewed (413)

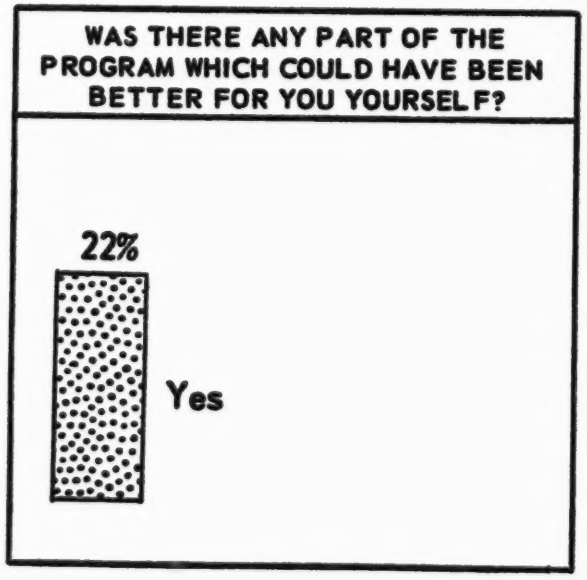
WAYS IN WHICH FARMERS FELT THE FRIDAY PROGRAM COULD HAVE BEEN 'BETTER FOR THEMSELVES'

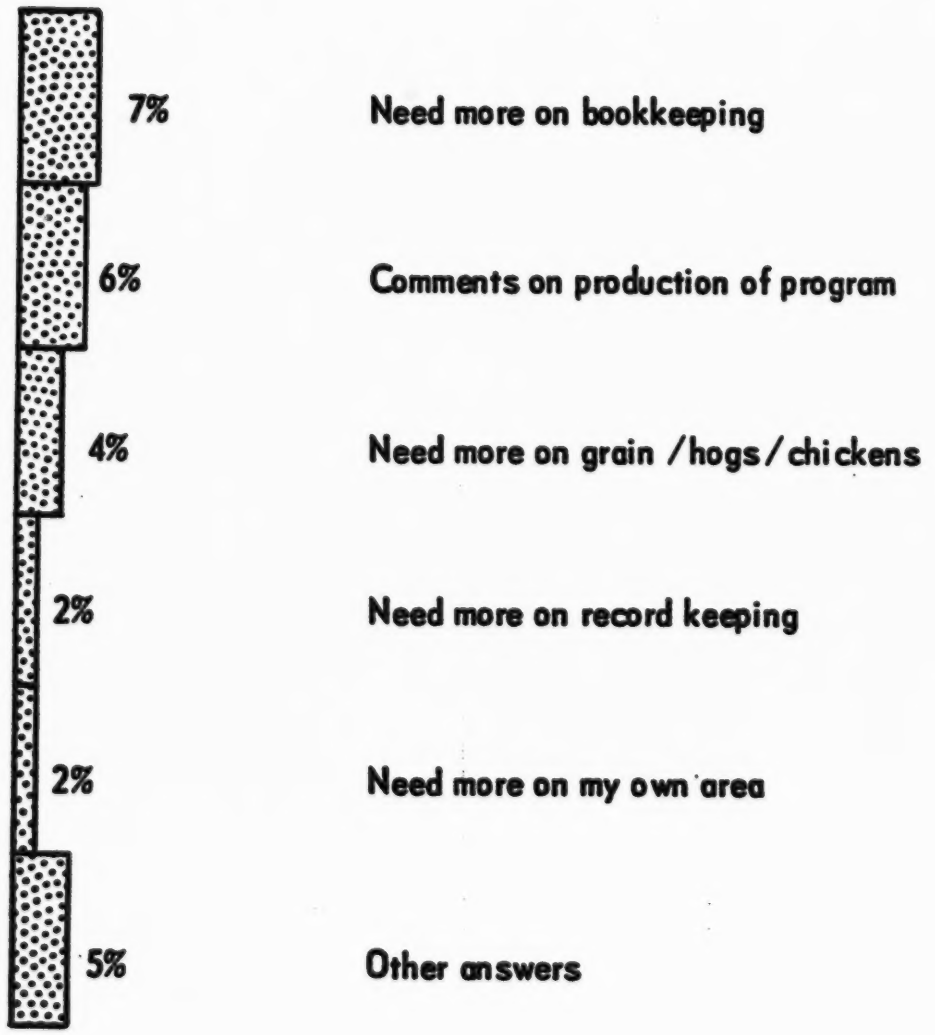
- As already indicated (see pages 242 and 244) the section of this Friday program felt by viewers to be both the most informative and the most useful to them was that part of the program which dealt with farm accounts and records. This tends to be reflected in the figures shown opposite, the most frequently made suggestion being that the program should have had more on this subject.

CHART A25

WAYS IN WHICH THE FARMERS FELT THE FRIDAY PROGRAM COULD HAVE BEEN BETTER FOR THEMSELVES

ALBERTA





BASE: Number of farmers who viewed (406)

RELATIVE EMPHASIS ON CERTAIN WAYS IN WHICH IT WAS FELT THE SERIES AS A WHOLE MIGHT HAVE BEEN IMPROVED

Besides asking viewers of each day's program how that particular program might have been improved (with the results illustrated in the foregone charts) we gave those viewers who had watched any of the programs the opportunity to suggest ways in which they felt the series as a whole might have been better than it was. We asked, first: "In general, how do you think these programs might have been better for you yourself?" and, second, "Is there any way in which you would like to see the program changed in future years?" As expected, these questions drew many suggestions which, though quite reasonable from an audience point of view, were quite impractical to implement in any future course of this kind: 'change the time of the program to mid-evening', 'make each program twice as long', 'have more programs'. Still other suggestions were, as anticipated, too vague or too obvious to be of any importance: 'make the programs better', 'have new subjects', 'more of the same', and so on.

CHART A26 opposite cuts through all this by confining itself to those comments that can be regarded as meaningful, and by presenting them in the form of totals derived by adding the percentages of farmer viewers who mentioned these points in replying to one or other of the questions cited above. This provides an indication of the relative emphasis which farmers placed on these points within the general context of improving the content of the course.

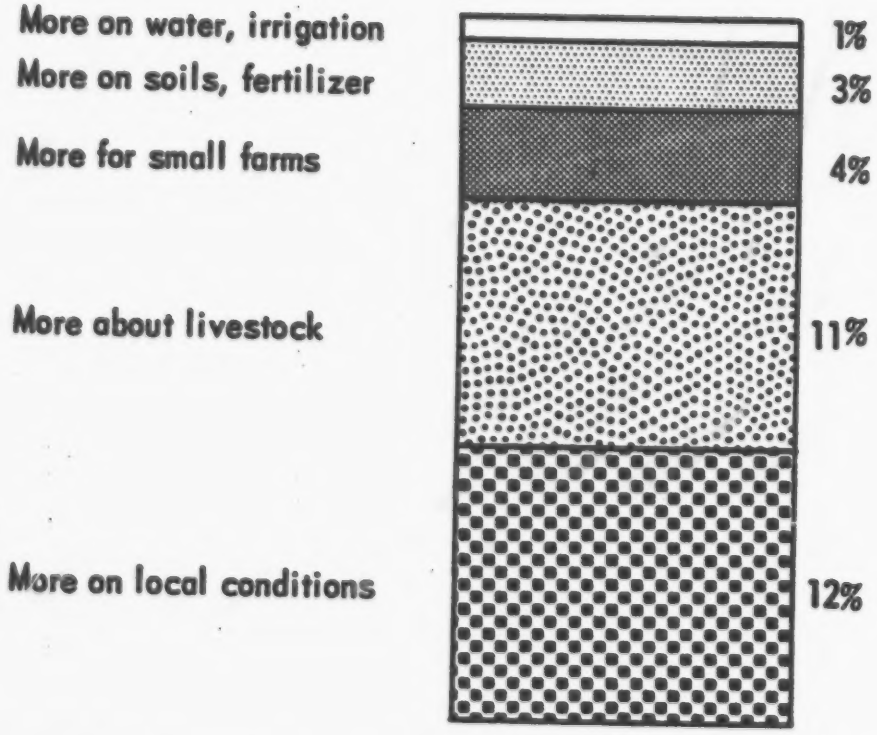
- As illustrated, the suggestions of Alberta farmers for improving the series as a whole focused on two main areas. They felt that there should have been greater emphasis than there was on local conditions - they wanted 'more for me', 'more in my own area'. (As we have already indicated this was a suggestion directed particularly at the Monday and Tuesday programs.) Also, and to about the same extent, they felt that the course should have given more attention to livestock (this relates particularly to the Wednesday and Thursday programs). To a much lesser extent it was felt that there should have been more in the course about small farms, soils and fertilisers, and water and irrigation problems.

- The emphasis was quite different in the other two provinces. In Manitoba most concern was felt about small farmers not getting enough out of the course, and about the need for more attention to be given to livestock matters, with the need for more attention to local conditions being relegated to a lower degree of priority than in Alberta. In Saskatchewan, on the other hand, this was very much the prime area of farmers' concern - namely, that the course would have been improved had more attention been directed to local conditions and local problems. All other remedies for improving the course were apparently felt to be of much less importance.

CHART A26

RELATIVE EMPHASIS BY FARMERS ON WAYS OF IMPROVING CONTENT OF SERIES AS A WHOLE

ALBERTA



The figures in this graph were derived by summing the percentages of viewers who mentioned these topics in answering both these questions: "In general, how do you think these programs might have been made more useful for you yourself?" and "Is there any way in which you would like to see the programs changed in future years?" In each case the base for percentaging was the number of farmers who watched any part of the series: 708.

SUBJECTS WHICH FARMERS WOULD LIKE TO SEE COVERED IN FUTURE TV COURSES OF THIS KIND

The suggestion that the series would have been improved had more time been devoted to livestock (as indicated in the preceding CHART A26) was reflected in the answers to a further question which asked all farmers - those who had watched the 1964 course and those who had not - to say which subjects they would like to see covered in future courses of this kind:

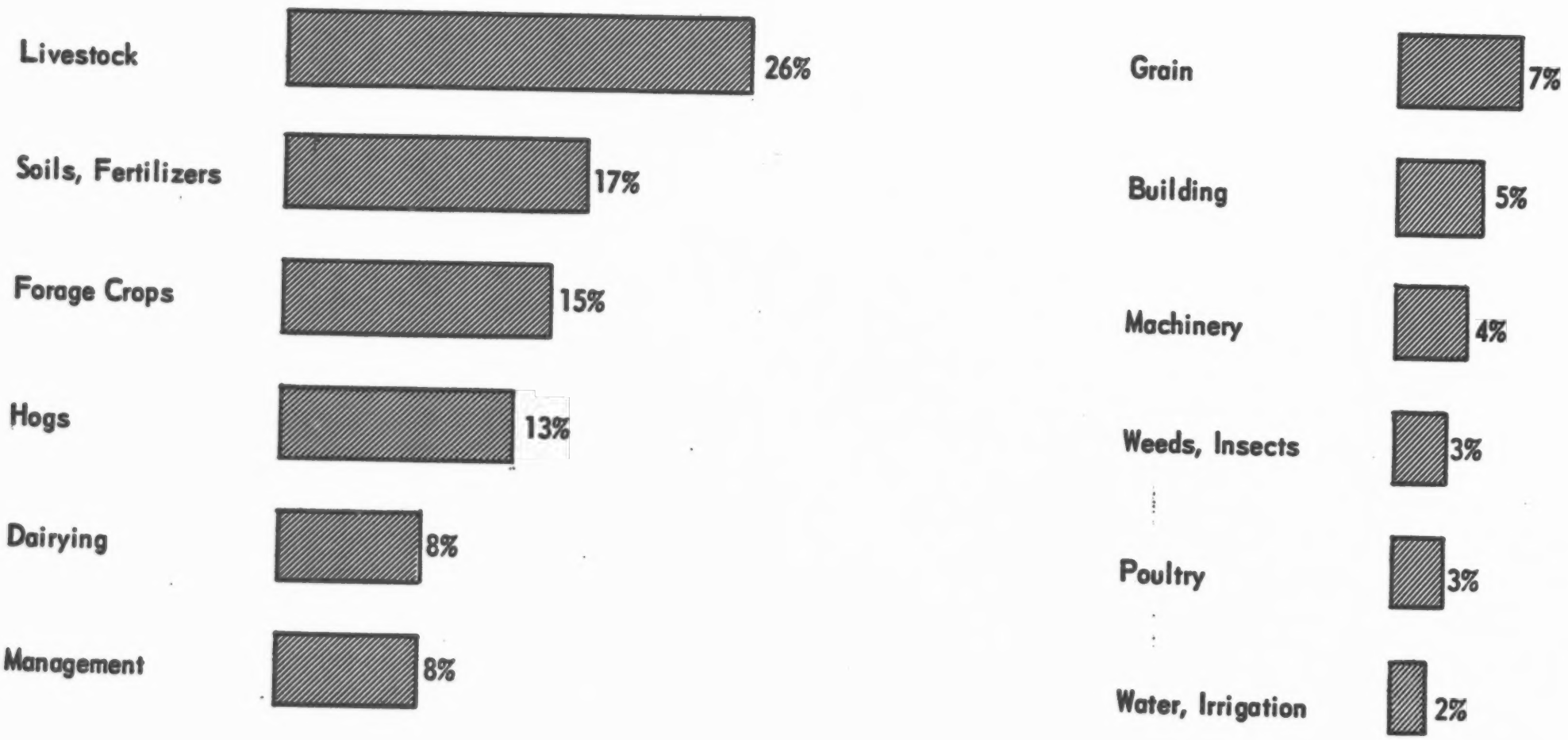
- Livestock was the subject most frequently mentioned in this context - by over a quarter of all Alberta farmers. Next in order of frequency of mention came two other topics covered in the 1964 course - soils and fertilisers (mentioned by 17 per cent of farmers) and forage crops (by 15 per cent). Next came two subjects not dealt with as major topics in the 1964 course - hogs (mentioned by 13 per cent) and dairying (8 per cent). Then the subject of farm management, covered in part by the Friday program, and mentioned here by 8 per cent of farmers as a subject for inclusion in a future course of this kind. This would seem as clear an indication as might be required that these are among the six subjects on which Alberta farmers are most eager to have information.

- Other topics less frequently suggested for inclusion were grain (mentioned by 7 per cent) buildings (by 5 per cent) and weeds and insects, poultry, and water irrigation (each by 4 per cent or less). Additionally, a substantial number of farmers who had watched some part of the 1964 series asked that a future course should include 'the same subjects as this year'.

- While there were certain differences in the extent to which farmers in Alberta, Saskatchewan and Manitoba emphasised the need for including various topics, it is a fact that four of the most frequently mentioned subjects - livestock, soils and fertilisers, forage crops and hogs - were among the half-dozen most sought after subjects in all three provinces. Such inter-provincial differences as did exist consisted mainly of (a) a somewhat greater emphasis on livestock in Alberta than in the other two provinces, and (b) a particular emphasis on grain and on machinery in Saskatchewan.

CHART A27

SUBJECTS WHICH FARMERS WOULD LIKE COVERED IN FUTURE TV COURSES OF THIS KIND
ALBERTA



BASE: Farmers in TV Households (1518)

GENERAL ATTITUDES TO THE COURSE

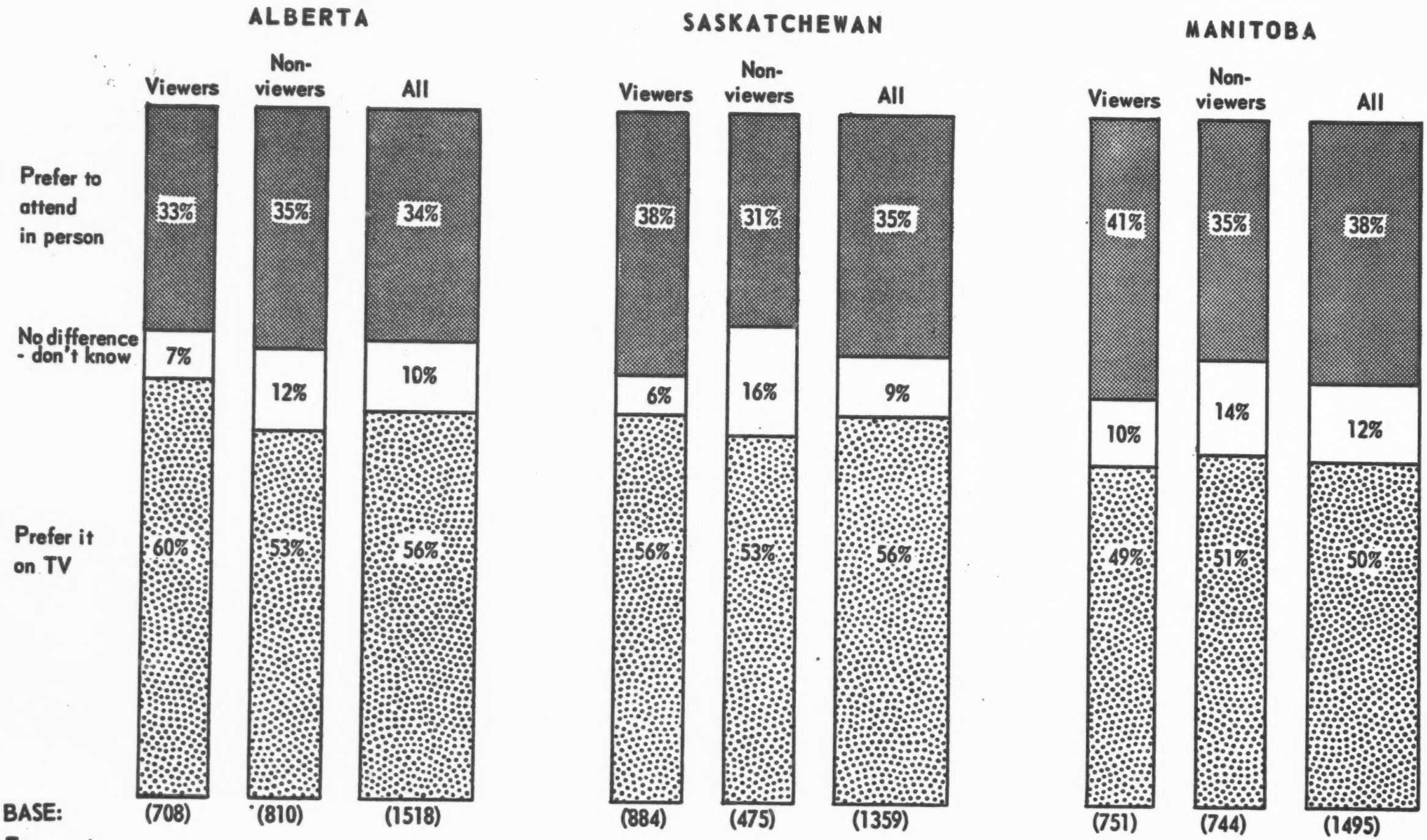
Two questions of a more general nature were asked in order to elicit farmers' views on a television series of this kind. First, given a choice between watching a course of this kind on TV or attending such a course in person, which would they choose? And second, how interested are they in the prospect of watching a further series of broadcasts of this kind next year? This is another occasion when it helps to consider the Alberta situation alongside the situation in the other two provinces. The relevant information is presented on the opposite page and overleaf.

- As shown in CHART A28, 56 per cent of Alberta farmers, given the choice between watching the course on television or attending personally, opted for TV. 34 per cent said they would prefer to attend in person and the remaining 10 per cent were undecided. Again (CHART A29), 91 per cent stated their intention of watching a course of this kind if presented on television next year with 8 per cent 'not sure', and only one Alberta farmer in every hundred in a TV-equipped household stating definitely that he would not watch.

- Clearly none of these answers can be accepted at their face value. Even if their intentions are genuine, many of those 90-odd per cent who say they will watch a course of this kind next year will certainly be unavailable or otherwise unable to do so. Moreover, the choice we offered in the other question, between attending a course in person or watching 'a similar course' on television, is a somewhat false choice since the courses could hardly be 'similiar' if one were presented on television and one were not. However, it was not the purpose of these questions to provide answers that could be taken literally. Rather they were asked in order to provide indications of viewers' general attitudes to what they had seen and what they expected to see again, plus non-viewers' attitudes to what they felt they had missed. Here the indications are that, to a very large extent, Alberta farmers - and to much the same degree farmers in Manitoba and Saskatchewan also - are favorably disposed to instructional television of this kind.

CHART A28

PREFERENCE FOR ATTENDING A COURSE OF THIS KIND IN PERSON OR FOR WATCHING IT ON TV.



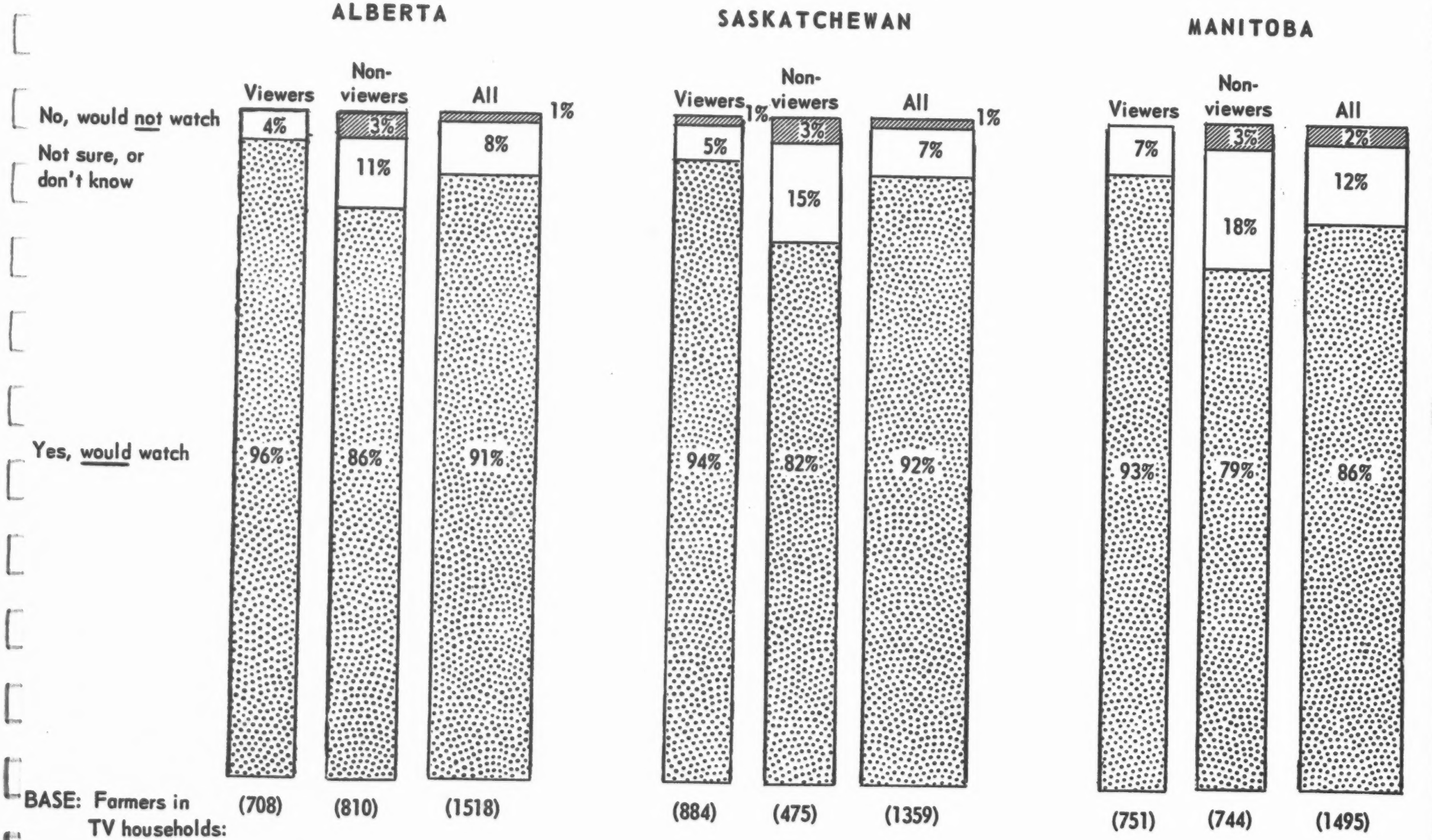
GENERAL ATTITUDES TO THE COURSE (continued)

- The differences shown in CHARTS A28 and A29 between those farmers who had watched some part of the 1964 course and those who had not are of special interest. The higher proportions of 'don't knows' among non-viewers than among viewers no doubt reflects the greater difficulty they had in providing 'yes' or 'no' answers to these questions, not having seen any part of this year's course. Aside from this, however, it is of note how relatively little difference there is between the answers of viewers and non-viewers to these questions.

- What this would seem clearly to indicate is that those farmers who did not watch this 1964 series of programs are not characterised by any special antipathy to the idea of instructional television of this kind. This tends to confirm the finding we noted earlier that lack of interest in the course was a relatively minor determinant of non-viewing, the more decisive factors being that the farmer was either too busy to watch, not aware beforehand that the course was being televised, or away from home at the time (see CHART A6).

CHART A29

INTENTION TO WATCH IF A SIMILAR COURSE WERE PRESENTED ON TV NEXT YEAR



SECTION III

VARIATIONS IN AUDIENCE BEHAVIOUR ACCORDING TO:

TYPE OF FARM
SIZE OF FARM
AGE OF FARMER

It was one of the main aims of this course not merely to capture the attention and interest of a large number of farmers throughout the Prairie region, but also to make its appeal sufficiently widespread to interest the different categories of farmer making up the total farm population in each province. In this section of the report we re-examine some of the main findings already reported to see the extent to which they apply to farmers who derive their income from different types of farm enterprise, to farmers operating different sizes of farm, and to farmers of different ages.

AUDIENCES FROM DIFFERENT TYPES OF FARM

In Alberta, did the audience for the series as a whole tend to come more from one 'type' of farm than from another? The figures opposite show the proportion of farmers who watched any part of the series according to the farmer's main source of income. Several farmers who indicated that they had more than one main source of income are included in more than one of the groups shown:

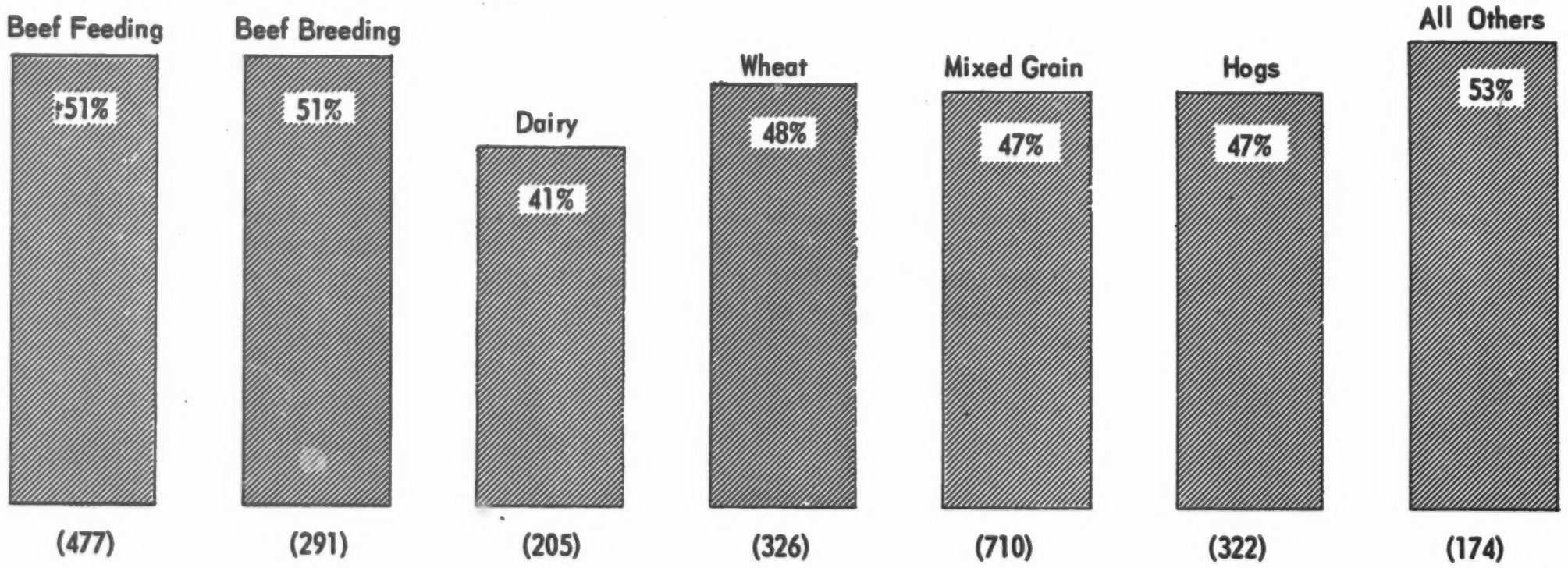
- Remembering that viewing tended to be on a generally lower level in Alberta than in the other two provinces, and that no more than 47 per cent of all Alberta farmers in TV-equipped homes watched some part of the course (see CHART A1), it is evident from these figures opposite that the programs attracted a substantial audience from almost all major types of farms - farms specialising in beef feeding, beef breeding, wheat, mixed grain, and hogs. In none of these groups did less than the average 47 per cent of farmers watch some part of the series. This suggests that, whatever they may have thought of the programs once they saw them, a wide cross-section of farmers in Alberta, as in the other two provinces, apparently found the advance information sufficiently interesting to induce them to watch at least some part of the course.

- The single exception in Alberta was the dairy group. Only about 40 per cent of Alberta farmers specialising in dairying patronised the course, a trend reflected also in Saskatchewan where viewing was lower among dairy farmers than in any other group. We have no ready explanation to offer for this other than the plausible one that the course, as announced, may not have seemed sufficiently interesting to dairymen to induce them to watch. However this is mere surmise. There may have been other reasons. In Manitoba, it may be noted, dairy farmers watched to no less an extent than did other types of farmers.

CHART A30

EXTENT TO WHICH FARMERS OPERATING DIFFERENT TYPES OF FARM WATCHED SOME PART OF THE SERIES

ALBERTA



AUDIENCE FOR EACH DAY'S PROGRAM - BY TYPE OF FARM

It was reasonable to expect that certain programs, depending on the speciality of their content, might draw audience more heavily from some types of farm than others. CHART A31 illustrates the situation.

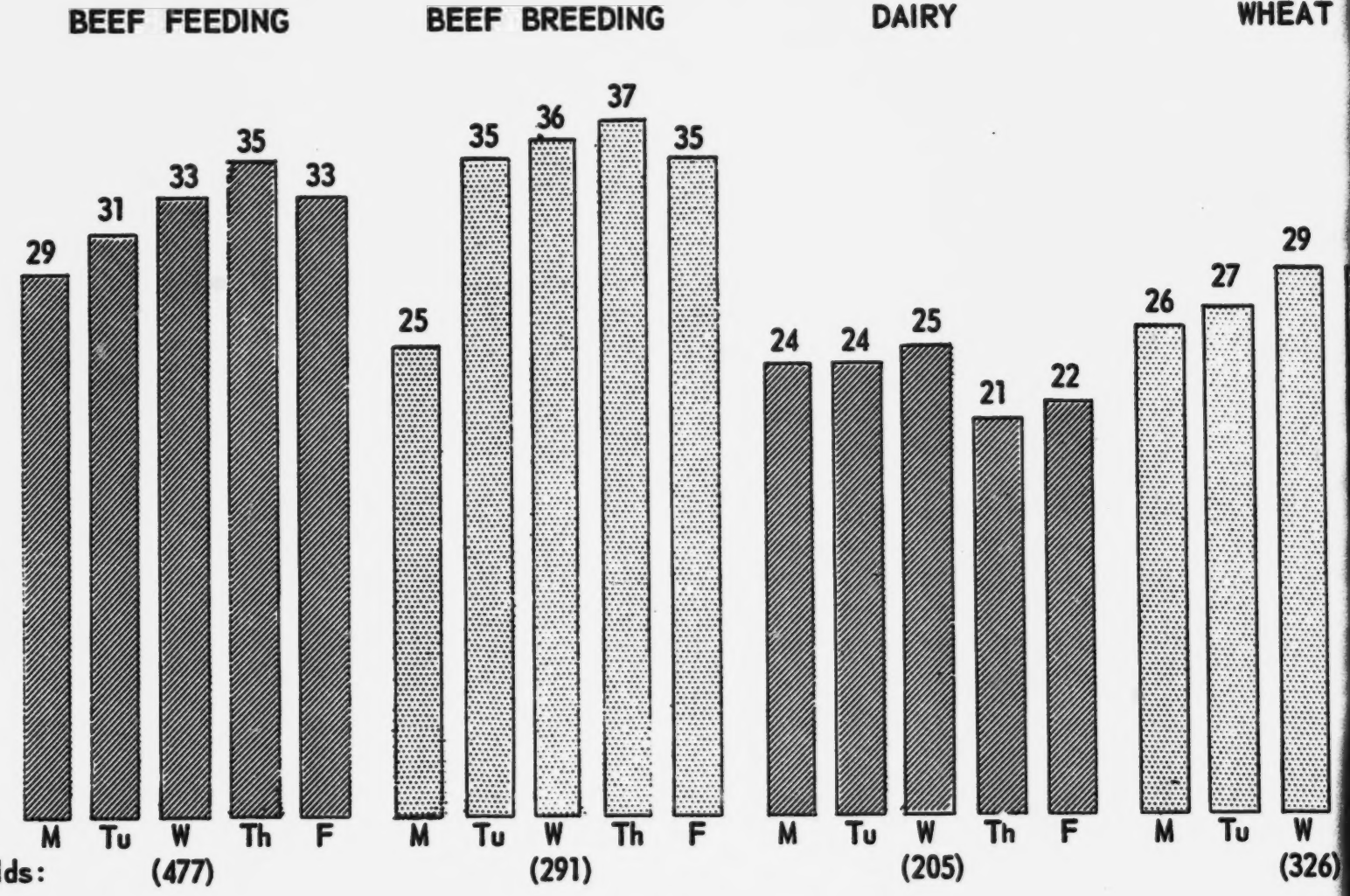
- Beef cattle farmers were certainly much more attracted to the Wednesday and Thursday beef cattle programs than were farmers in any of the other groups, whereas the Monday program on soil and land use tended to be somewhat more attractive to wheat farmers than to farmers in the beef breeding, dairying, or grain groups.

- These day-to-day variations within groups tended to be relatively slight however, and the more significant inference to be drawn from these results is that they reveal no marked tendency for any of these major farm groups to boycott any one of the five programs. The closest approach to this is perhaps the tendency for farmers in the normally heavy-viewing beef breeding group to expose themselves to a much lesser extent to the Monday soil program. But this was exceptional.

- These are of course no more than measures of the extent of viewing. They do not themselves tell us how interesting each group felt each of the programs to be. This is indicated in the following chart.

EXTENT TO WHICH FARMERS OPERATING DIFFERENT TYPES OF FA

ALBERTA



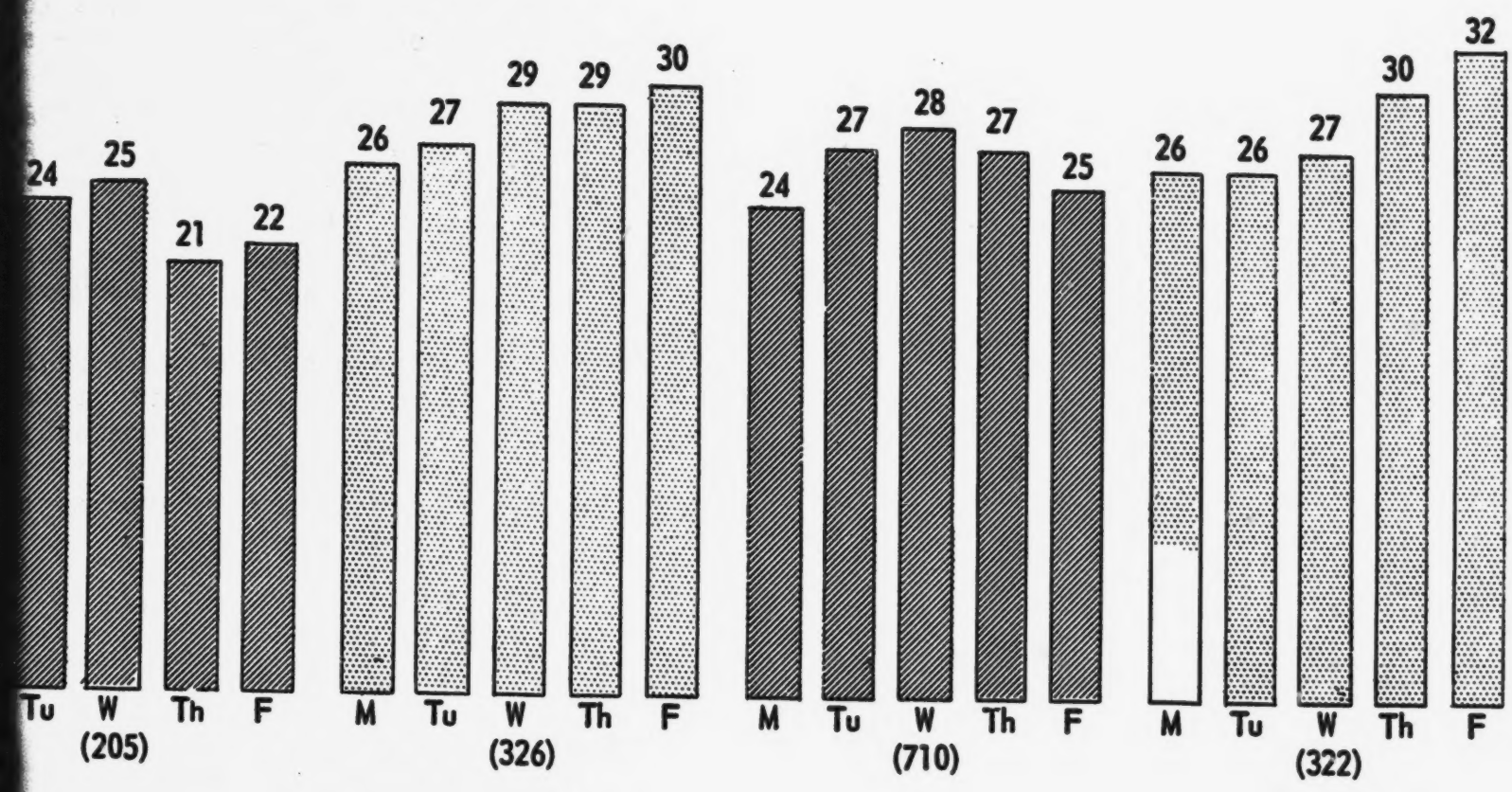
MONDAY: Land use and summerfallow. TUESDAY: Pasture management and forage. WEDNESDAY: Handlin

FRIDAY: Farm management.

CHART A31

ERATING DIFFERENT TYPES OF FARM WATCHED EACH DAY'S PROGRAM

ALBERTA



ment and forage. WEDNESDAY: Handling and improvement of beef cattle. THURSDAY: Beef cattle feeding.

FRIDAY: Farm management.

INTEREST IN EACH DAY'S PROGRAM - BY TYPE OF FARM

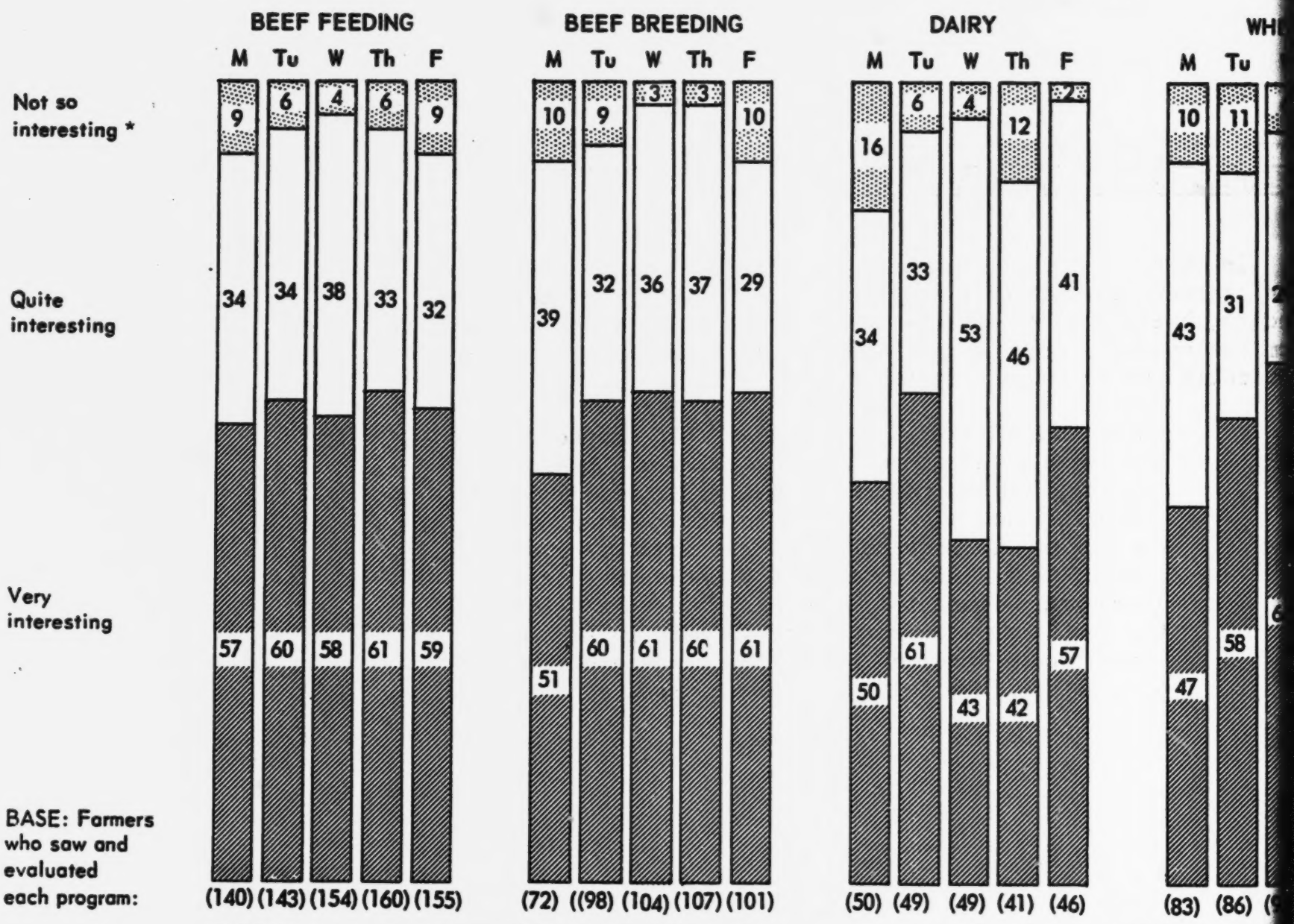
- As was perhaps to be expected, the Wednesday and Thursday beef cattle programs tended to be of greater interest to the beef cattle farmers than to those in most of the other groups. Dairy farmers and hog farmers particularly found these two programs of less interest to them than the other programs in the series.

- The special Friday program on farm business was well received by most groups. The Monday soil program, on the other hand, was found more interesting by the beef feeding group, and by mixed grain and hog farmers than by beef breeding, dairy and wheat farmers.

- These however were relatively minor variations and for the most part it can be said that each day's program had a generally favorable reception from all types of farmers, irrespective of the particular enterprise constituting their main source of income.

DEGREE OF INTEREST IN EACH DAY'S P
AMONG FARMERS OPERATING DIFFERENT TY

ALBERTA



MONDAY: Land use and summerfallow. TUESDAY: Pasture management and forage. WEDNESDAY: Hand

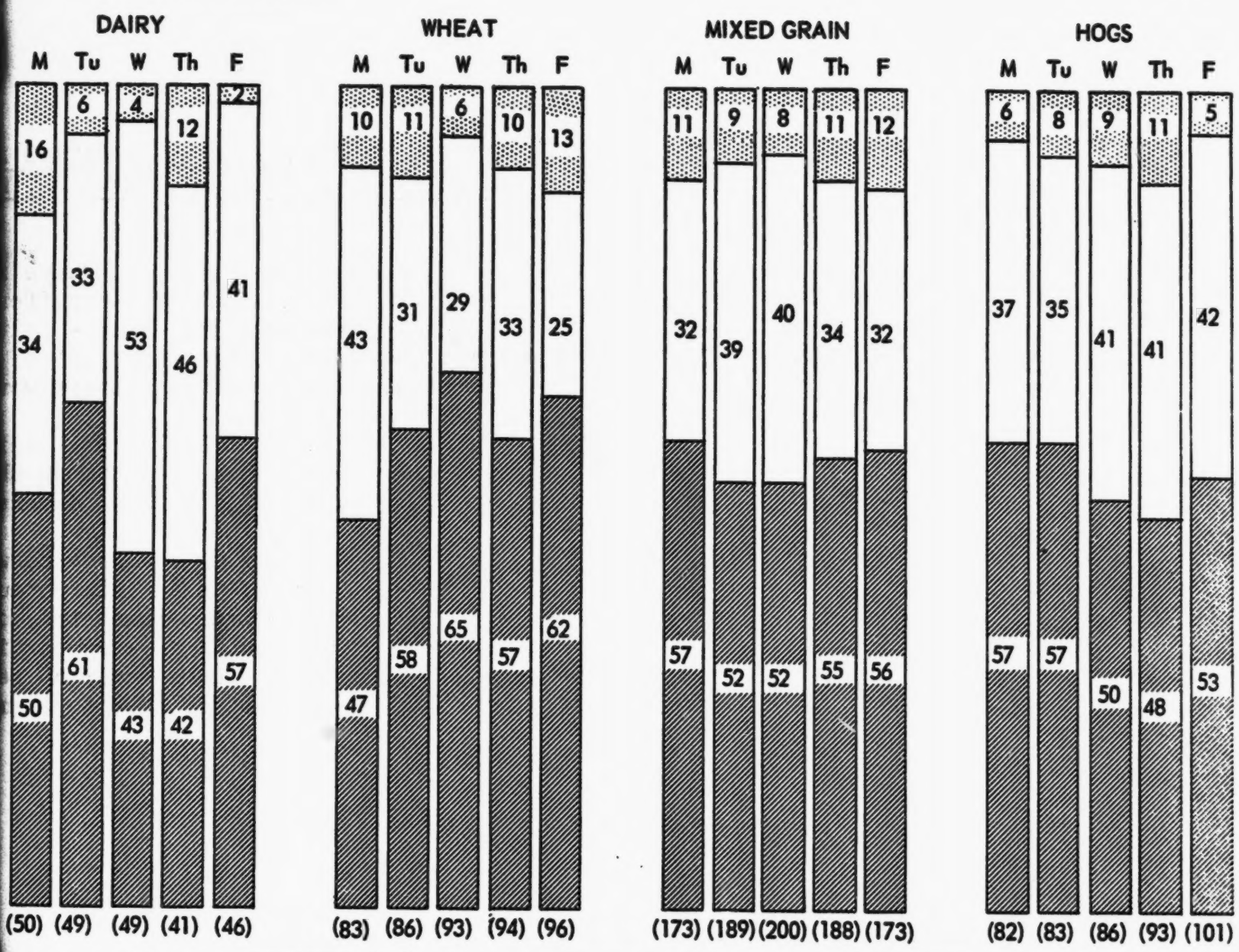
FRIDAY: Farm management.

* "Not so interesting" includes all those who said 'all right, not bad', 'not very interesting', and 'not interes

CHART A32

EE OF INTEREST IN EACH DAY'S PROGRAM
RMERS OPERATING DIFFERENT TYPES OF FARM

ALBERTA



nagement and forage. WEDNESDAY: Handling and improvement of beef cattle. THURSDAY: Beef cattle feeding.

FRIDAY: Farm management.

t bad', 'not very interesting', and 'not interesting at all'.

EXTENT TO WHICH FARMERS OPERATING DIFFERENT TYPES OF FARM FOUND SOMETHING PARTICULARLY USEFUL IN THE COURSE

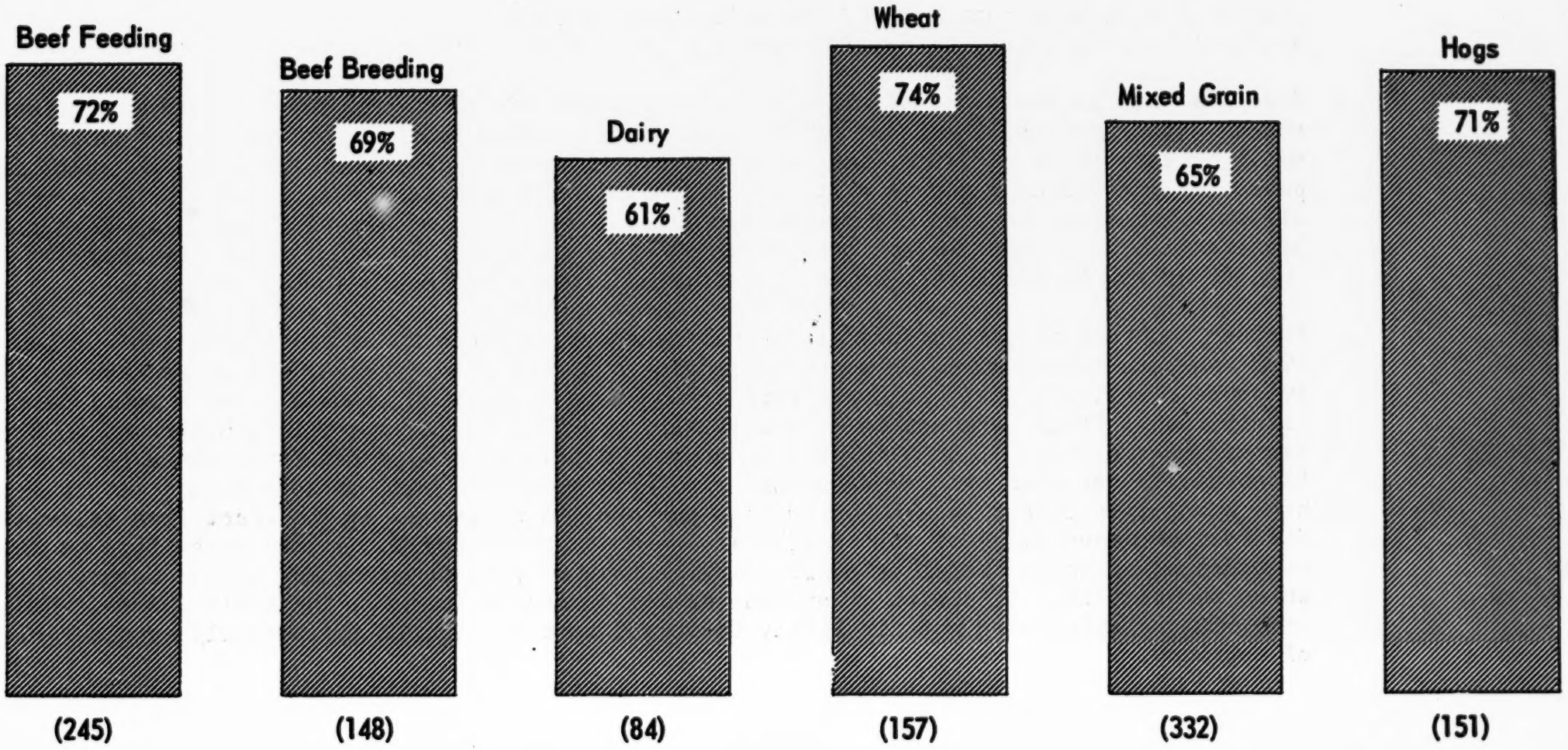
In this chart the percentage figures indicate the extent to which farmers in each of the different farm groups - wheat, beef feeding, beef breeding, etc. - felt that they had learned something from the course - from any part of it - that was likely to prove of particular use to them in their work.

- Appreciation of the usefulness of the course was most widespread among the wheat farmers, beef feeding, and hog farmers, least widespread among dairy farmers, with the beef breeding and mixed grain group falling between these limits. However, none of these inter-group differences are very large and perhaps the more significant fact is that so large a proportion of farmers in each of these groups (over 60 per cent) found something of practical use to them in the course.

CHART A33

EXTENT TO WHICH FARMERS OPERATING DIFFERENT TYPES OF FARM FOUND SOMETHING PARTICULARLY USEFUL IN THE SERIES

ALBERTA



AUDIENCES FROM DIFFERENT SIZES OF FARM

- What we have to say here about the relationship between viewing and size of farm parallels almost exactly the situation which we first described in our 1962 Manitoba study and which, in this present study, seems to apply in all provinces: namely, the larger the farm the greater the likelihood of the farmer watching a course of this kind, the smaller the farm the less likely is he to do so.

- Thus, among the 70 or so Alberta farmers in our sample who operated farms of less than a quarter section in size, just under 30 per cent watched some part of the course. At the other end of the scale, among those farmers operating farms of a section or more in size almost 55 per cent watched some part of the course. Between these extremes, as the size of the farm increased so was there a consistent increase in the proportion of farmers viewing. The sharpest differentiation was between farms of more than and farms of less than half-a-section in size.

- As discussed earlier in the Manitoba section of this report, the particular problem which this raises is that the small farmer, who in many ways has perhaps a greater need to benefit from a course of this kind than many of his colleagues on larger farms, is precisely the man who is apparently least likely to avail himself of this opportunity by tuning in.

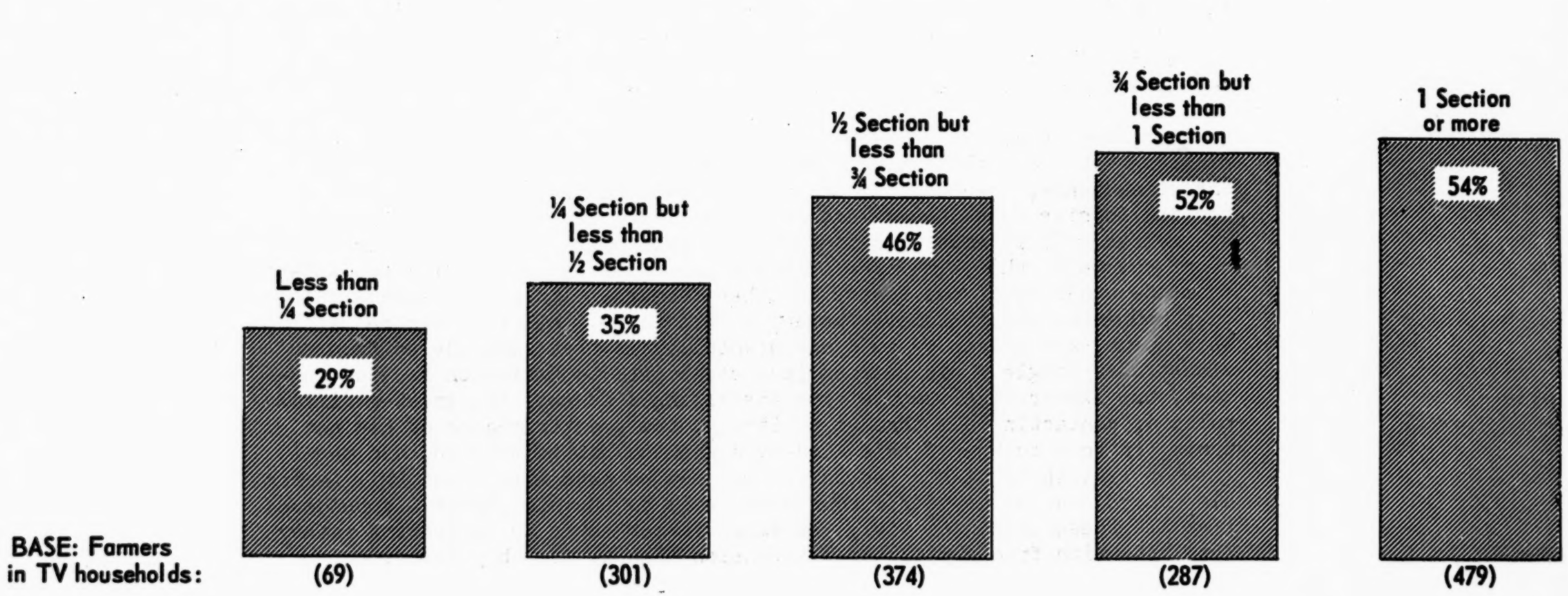
- Just why this is so is not at all clear, though some of the plausible explanations are evident enough - the greater likelihood of the small farmer being too busy to watch, the tendency for some small farmers to be part-time smallholders, or the greater inaccessibility of the small farmer to publicity announcing a course of this kind. In Alberta and Manitoba almost exactly a quarter of all farm homes in our sample were farms of less than half a section in size. (By comparison, in Saskatchewan only some 5-6 per cent of all homes fell into this 'small farm' category.) The problem of how to reach farm homes of this kind is thus obviously a very real one.

- Further compounding this problem it should be added, are two other findings which emerged from our 1962 Manitoba study and which we would imagine also apply to Alberta, though we have no first-hand evidence of this. First, in those farm areas where television is available, a small farm is more likely than a large farm not to have a TV set. So that there is a double deterrent to the small farmer exposing himself to a television course of this kind - in the first place he is less likely to have a TV set than the farmer on the big farm; moreover, when he does have a set he is, as we have seen, less likely to use it for this purpose. And second: quite apart from television, our Manitoba evidence suggests that small farmers as a group tend to be less accessible to the normal contacts of an agricultural extension service than do farmers operating larger farms. All of which suggests that effective extension service communication with the small farmer, whether involving television or not, is likely to demand special efforts and probably considerable ingenuity of approach.

CHART A34

EXTENT TO WHICH FARMERS OPERATING FARMS OF DIFFERENT SIZES WATCHED SOME PART OF THE SERIES

ALBERTA



EXTENT TO WHICH FARMERS OPERATING FARMS OF DIFFERENT SIZES FOUND SOMETHING PARTICULARLY USEFUL IN THE COURSE

We noted earlier that farmers in Alberta seemed much less concerned than farmers in the other two provinces about the need for the course to give more attention than it had given to small farms. Possibly had there been more small farmers in the Alberta audience there might have been more complaints of this kind. In any event, CHART A35 opposite shows the extent to which farmers operating different sizes of farm felt that the course had provided information that was particularly useful to them in their work.

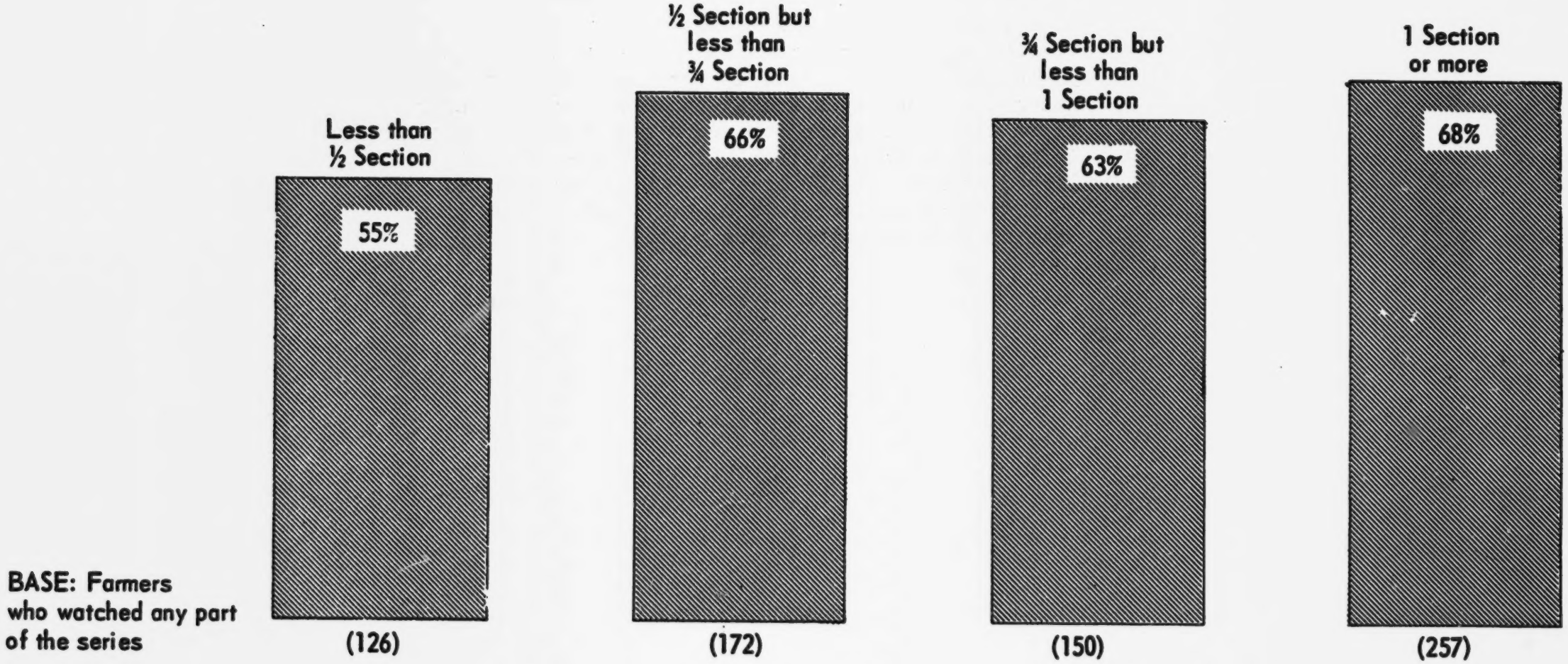
- Here again, as in Manitoba and Saskatchewan, it seems fairly clear that small farmers operating farms of less than half a section, were somewhat less impressed by the practical value of the course to them than were farmers on larger farms. One can only make the obvious interpretation of this - namely, that the course as a whole was, perhaps necessarily, designed more to assist the bigger farmer than the less-than-half-a-section man, or that perhaps the instructional material in the course intended to serve the small farmer's needs did not seem to him quite as relevant as it may have seemed to those who planned the course.

- However, here again it is necessary to retain a sense of proportion and to realise that, notwithstanding their obvious importance as a part of the target audience, these small farmers operating farms of less than half a section in size constituted less than a fifth of all farmers who watched the course. To attempt to satisfy their particular needs by slanting a short course of this kind more in their direction could conceivably detract from the benefits of the course to other farmers. It rather depends on just how important the small farmer is felt to be. All that can be said at this point, and it can be said unequivocally, is that, considered from almost every angle - his greater inaccessibility to Extension Service contact, the lesser likelihood of his possessing a TV set, the greater difficulty of contacting him through publicity, the greater chance of his not tuning in to a course of this kind even when he has television, and the greater likelihood of his feeling, even when he does view, that this particular course is not as useful to him as it is to the big farmer - considered from all these points of view, the small farmer seems to be getting rather less attention from agricultural extension than he probably deserves.

CHART A35

EXTENT TO WHICH FARMERS OPERATING DIFFERENT SIZES OF FARM FOUND SOMETHING PARTICULARLY USEFUL IN THE SERIES

ALBERTA



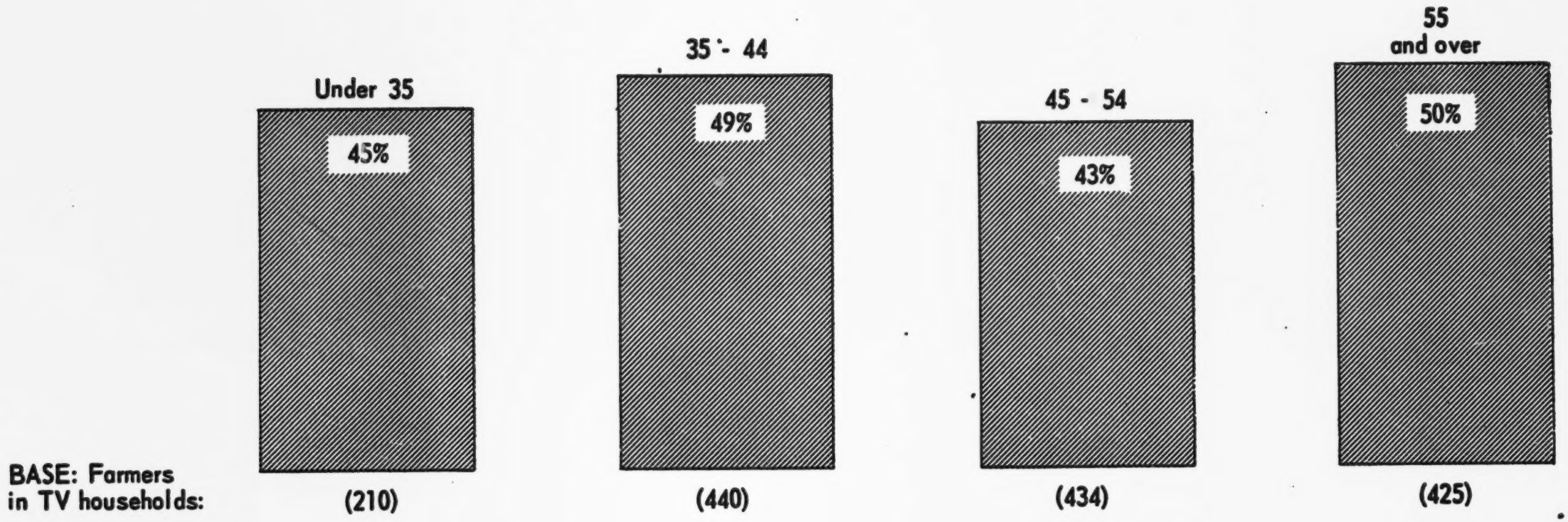
AUDIENCES AND THE AGE OF THE FARMER

- There is no evidence that, in general, the age of the farmer has any substantial influence on the likelihood of his watching or not watching a course of this kind. Such trends as there are suggest that, in Alberta, viewing was rather more widespread among farmers in the 35-44 year old group and in the over-55 group than among the under-35's and 45-55 year olds. However, these differences are not great and the more important inference to be made from these figures is that, by and large, farmers of all ages were well represented in this Alberta audience. The next chart allows us to examine this in rather more detail.

CHART A36

EXTENT OF VIEWING SOME PART OF THE SERIES
BY AGE OF FARMER

ALBERTA



THE AGE OF THE FARMER AND HIS VIEWING OF EACH DAY'S PROGRAM

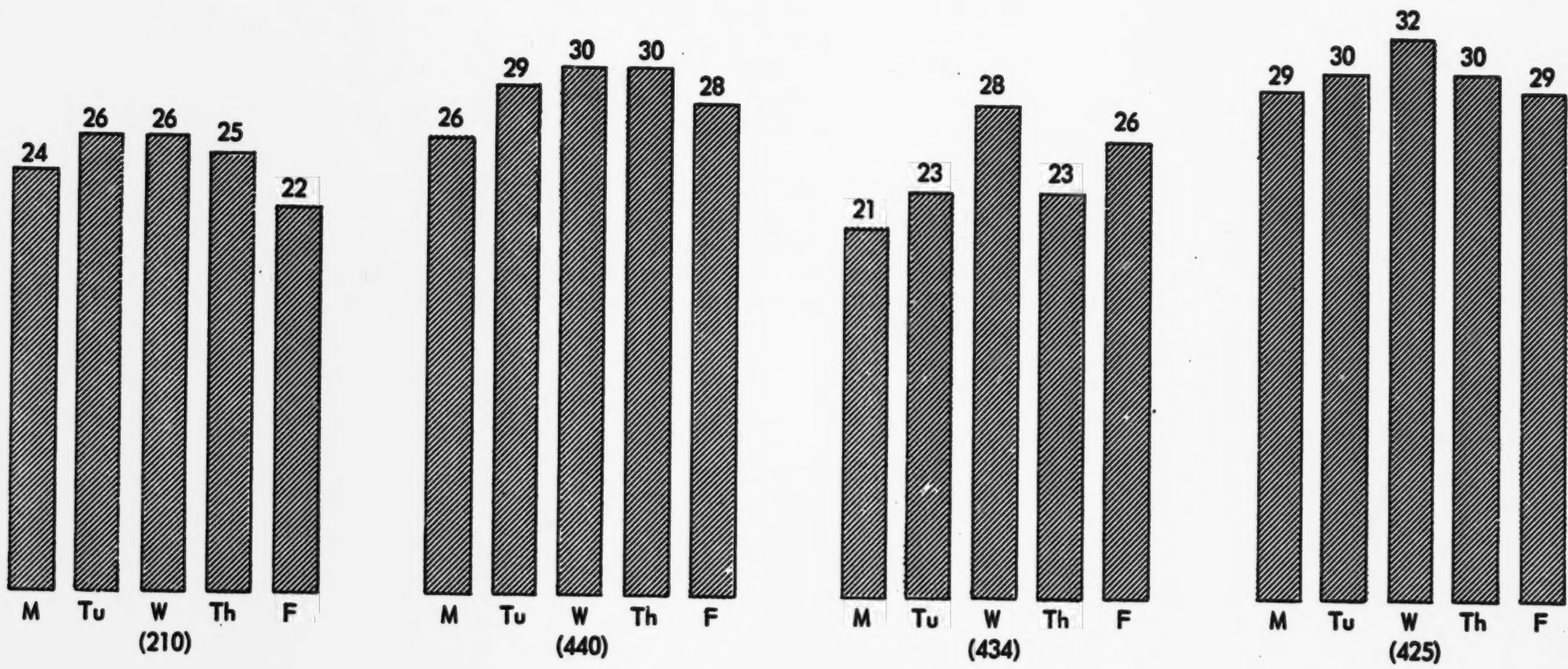
- Strung out over the five programs of the series, here again we see the general tendency for viewing to have been heavier among the 35-44 and over-55 year olds than among farmers in the other age brackets.

- Within each age group the day-to-day patterns of viewing are fairly similar with no particularly strong relation emerging between any one program and any one age group.

CHART A37

EXTENT OF VIEWING OF EACH DAY'S PROGRAM BY FARMERS OF DIFFERENT AGES

ALBERTA



BASE: Farmers in TV households

EXTENT TO WHICH FARMERS OF DIFFERENT AGES FOUND SOMETHING PARTICULARLY USEFUL IN THE COURSE

Finally, on this matter of age, we return to the question of how useful the course was felt to be:

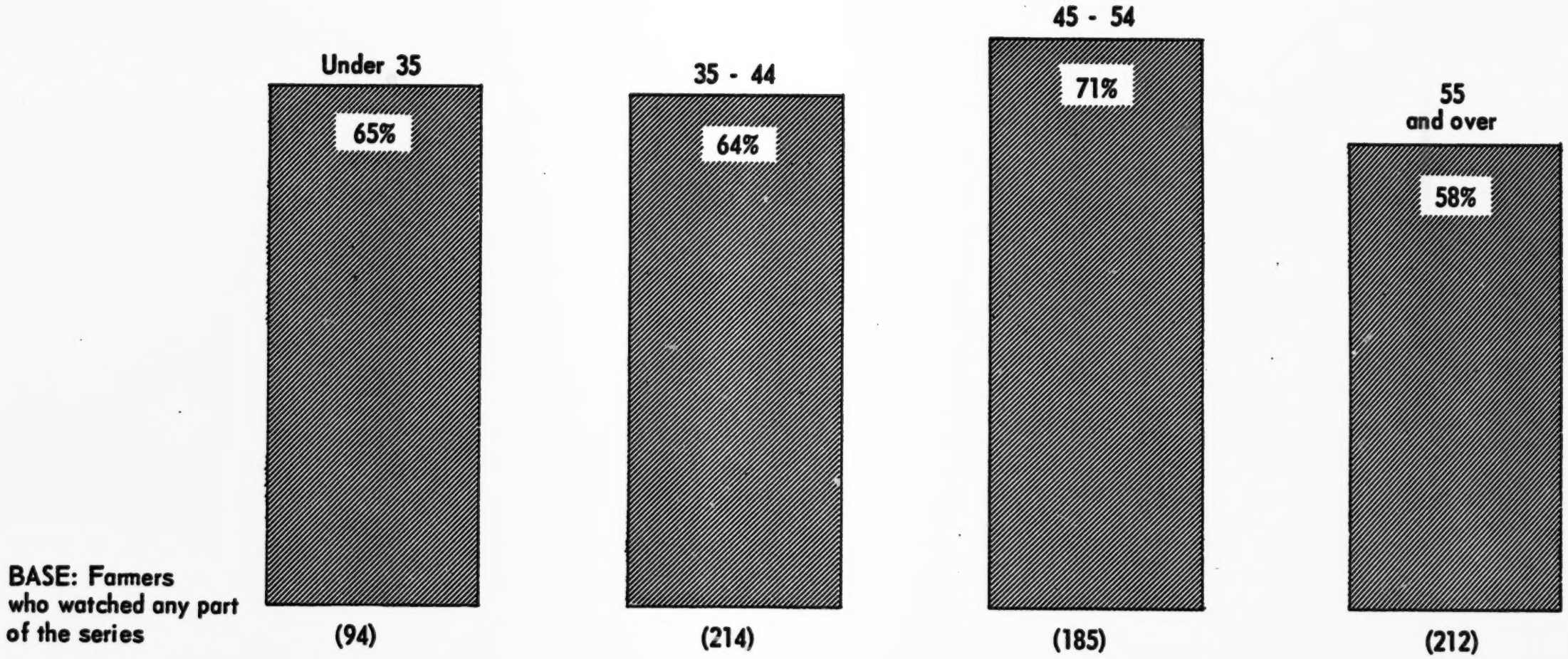
- Indications are that in Alberta, as in the other two provinces, it was the older farmer, the farmer over the age of 55, who was least impressed by the practical value of the course. In contrast, the feeling that the course had been a particularly useful one was most widespread among Alberta farmers in the 45-54 year old bracket.

- However, once again, as in so many other respects, the much more relevant finding is that the course has, by and large, made a substantial impact on all sections of the audience, in this case impressing young and old farmers alike as to its practical usefulness to them in their work.

CHART A38

EXTENT TO WHICH FARMERS OF DIFFERENT AGES FOUND SOMETHING PARTICULARLY USEFUL IN THE SERIES

ALBERTA



BASE: Farmers who watched any part of the series

SECTION IV

THE EXTENT OF THE AUDIENCE'S PREVIOUS CONTACT WITH THE ALBERTA DEPARTMENT OF AGRICULTURE'S EXTENSION SERVICE

In this section of the report we consider the extent to which this series of instructional broadcasts was watched by those farmers who had had some degree of previous contact with the Extension Service of the Alberta Department of Agriculture, and the extent to which it had penetrated to those members of the farm population who had had no such contact.

EXTENT OF FARMERS' PREVIOUS CONTACT WITH THE EXTENSION SERVICE

Before considering the extent to which viewing or non-viewing of this course may be related to previous contact with the Extension Service, first let us examine how much contact there has in fact been. Two types of measurement are provided here. The first of these, illustrated in CHART A39 opposite, shows the extent to which farmers had had contact of any kind with the Extension Service Agricultural Representative or Home Economist over the past year. The second measure, illustrated in CHART A40 overleaf, was the extent of previous attendance at an Extension Service short course.

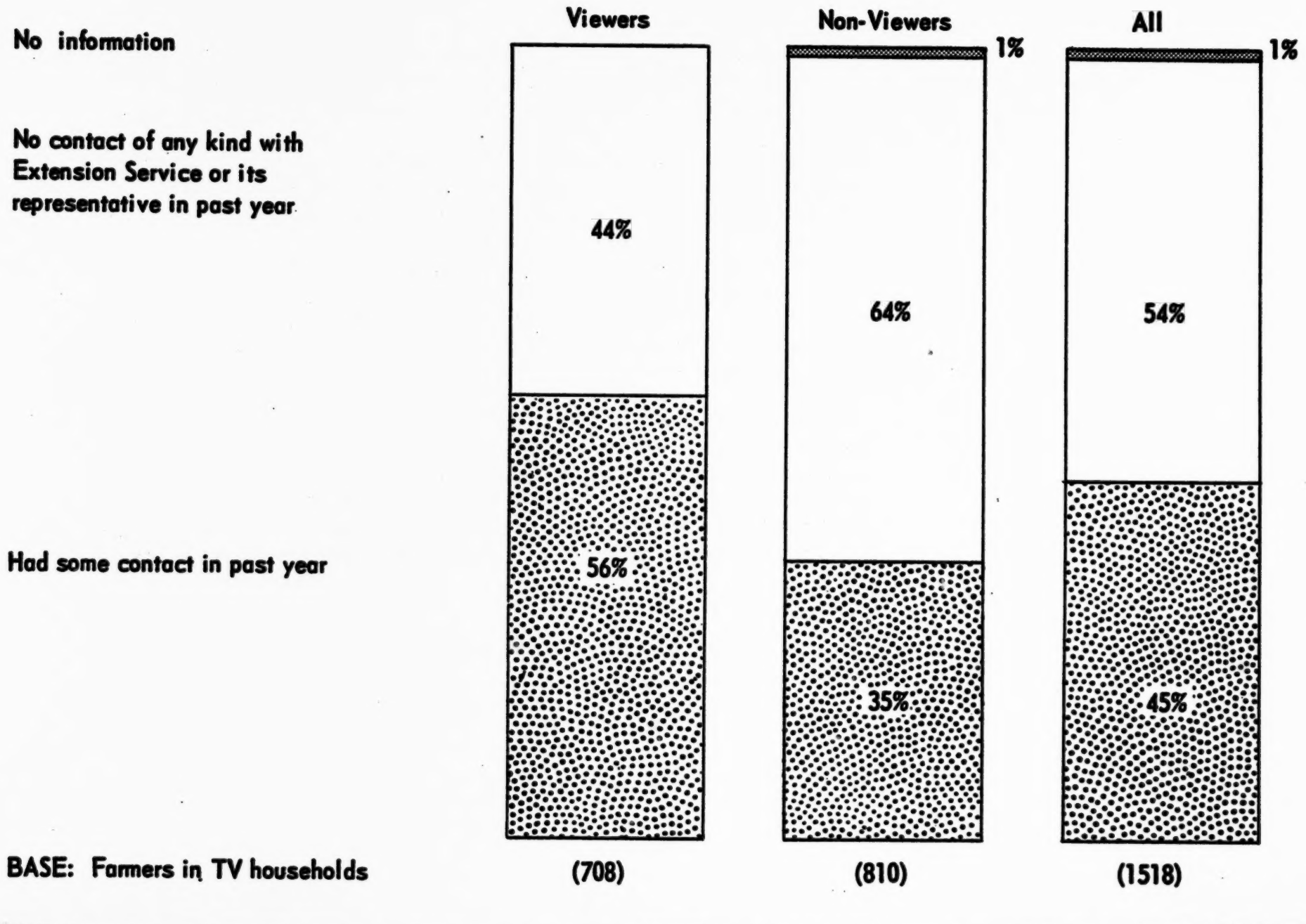
- As indicated, 45 per cent of all Alberta farmers in possession of a TV set, our total sample of farmers, had had some contact with a representative of the Department of Agriculture in the past year. Virtually all of the remainder reported that they had not.

- Of interest here is the similarity of the situation in Manitoba and Saskatchewan. Only a few percentage points separates the three provinces in the extent to which their Department of Agriculture Extension Services had been in contact over the previous twelve months with farmers in TV-equipped homes. Whether they have been equally successful in contacting farmers in those areas that do not have television coverage is another question and not one which can be answered from the results of this survey.

- Not altogether surprisingly, those Alberta farmers who had watched this 1964 television series had had a substantially greater degree of contact with the Extension Service than had those who had not watched the series. The basis for this correlation is almost certainly the common factor of interest in acquiring new information, presumably greater among those who had watched some of these 1964 broadcasts than among those who did not, and presumably greater also among those who tend to have contact with Extension Service representatives than among those who do not.

CHART A39

PREVIOUS CONTACT OF FARMERS WITH AGRICULTURAL REPRESENTATIVE OR HOME ECONOMIST OF EXTENSION SERVICE OF THE ALBERTA DEPARTMENT OF AGRICULTURE



PREVIOUS ATTENDANCE AT AN EXTENSION SERVICE COURSE

The second measure of farmers' contact with the Extension Service was the extent to which they had, at any time, attended in person a course organised by the Service or by one of its representatives.

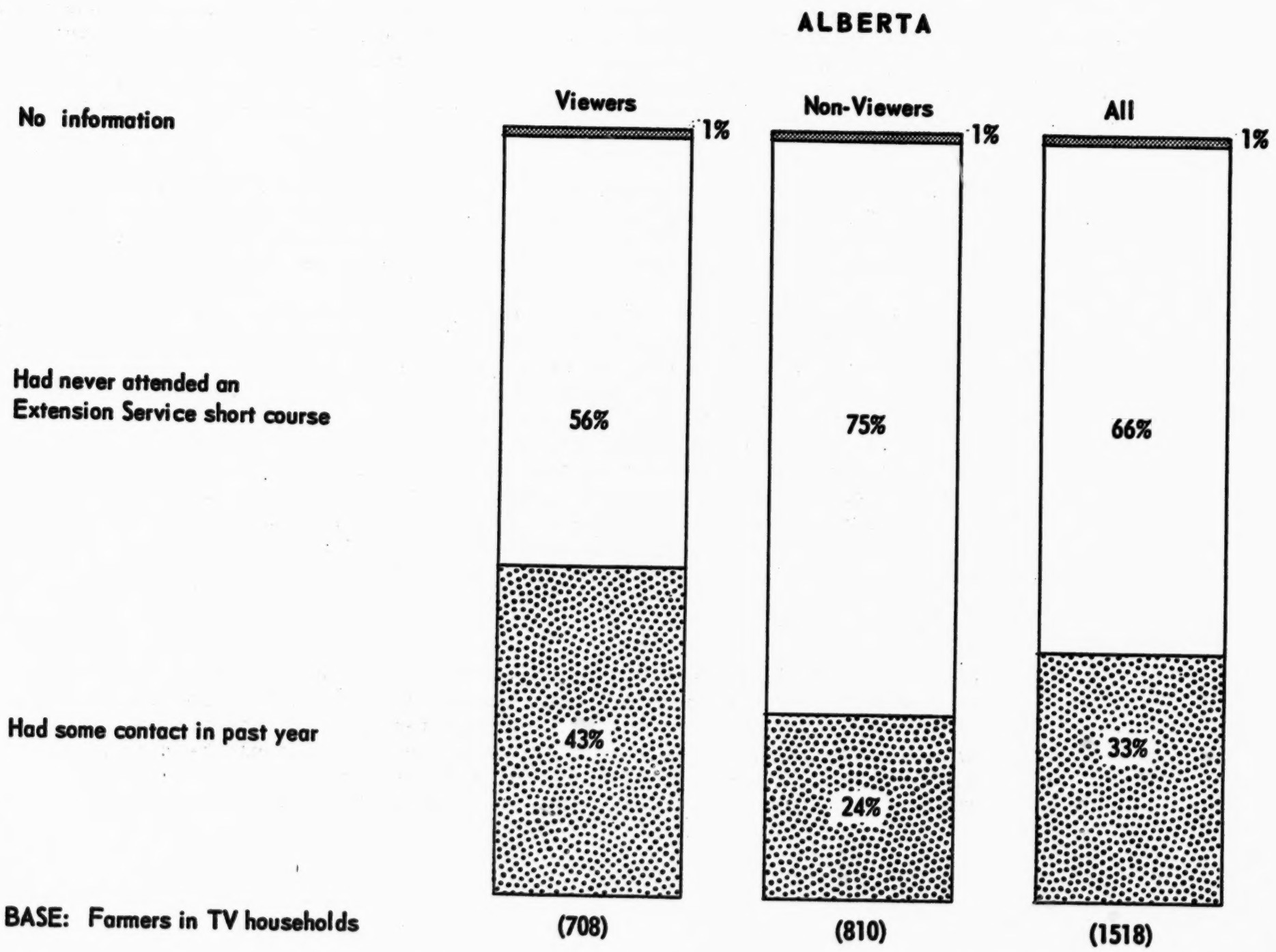
- As CHART A40 illustrates, 33 per cent of Alberta farmers with television indicated that they had at some time attended such a course, 66 per cent that they had not.

- These are almost exactly the same proportions of answers as those obtained in Manitoba in response to the same questions. In Saskatchewan a significantly smaller proportion of farmers (26 per cent) reported that they had attended such a course.

- Note that, here again, as in the case of previous contacts made with Agricultural Representatives and Home Economists, the extent of previous attendance at a short course was greater among those farmers who had watched the 1964 series of broadcasts than among those who had not. The explanation of this is presumably the same as that suggested overleaf.

CHART A40

PREVIOUS ATTENDANCE AT A COURSE PUT ON BY THE ALBERTA DEPARTMENT OF AGRICULTURE



EXTENT TO WHICH THE TV COURSE WAS WATCHED BY FARMERS WITH VARYING DEGREES OF PREVIOUS CONTACT WITH THE EXTENSION SERVICE

The two bar graphs on the left-hand side of CHART A41 are reproductions of those already examined in the two immediately preceding CHARTS A39 and A40. They show the proportions of farmers having varying degrees of contact with the Extension Service. What we have done here, in addition, is to carry across these four 'contact groups' to the right-hand side of the chart, and show the extent to which the farmers in each of these four groups were differentially exposed to the 1964 TV series.

- As was to be expected, viewing of the course was heaviest among those two groups of farmers who had either attended an Extension Service course or had had some other form of contact with the Service over the past year. This demonstrates the relationship previously remarked on.

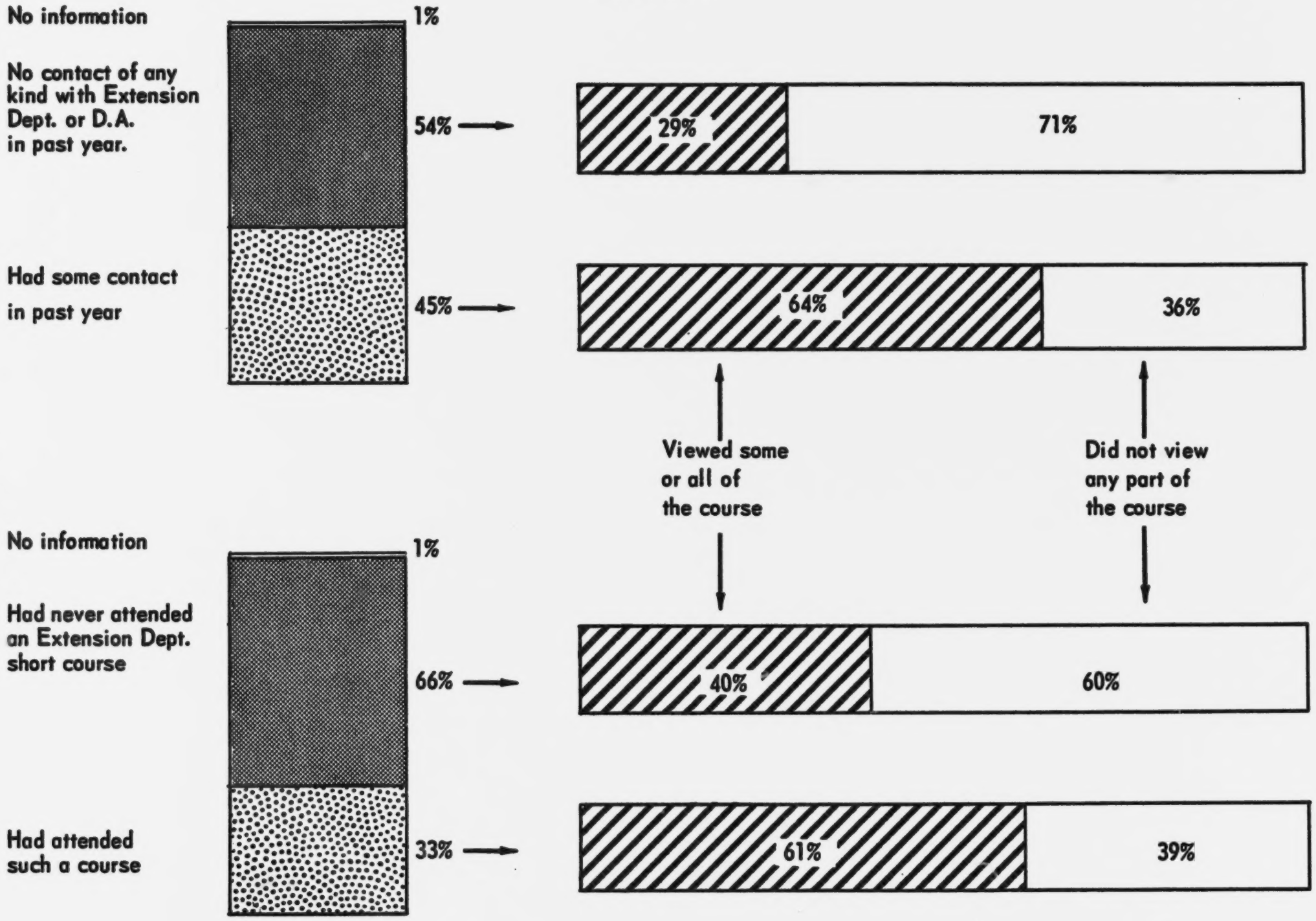
- What is more striking is the evidence of the very considerable extent to which the 1964 'This Business of Farming' series established contact with many farmers in Alberta who had had no contact at all with the Extension Service over the past year. As the top horizontal bar of the chart shows, the 1964 series 'got through' to just under 30 per cent of farmers in this category. Even more striking (see the second-bottom horizontal bar) is the fact that the series was watched by no less than 40 per cent of those Alberta farmers who had never at any time attended a short course. This certainly provides strong evidence of the sheer penetrating power of television, and of the ability of a short TV course of this kind to reach a large section of the farm population with whom no previous contact had been made - always provided of course that such persons are within range of TV coverage and have a set.

- Note also the significance of the lower bar of the chart. Here we have an indication of the great use that can be made of a television course of this kind in following up instruction imparted by more conventional classroom methods. On the basis of these figures one could be reasonably sure of re-contacting by television over 60 per cent of those who had attended such a course in person and who had a TV set at home.

CHART A41

EXTENT TO WHICH THE TV COURSE WAS WATCHED BY FARMERS WITH VARYING DEGREES OF PREVIOUS CONTACT WITH EXTENSION SERVICE

ALBERTA



BASE: [illegible] TV households (1518)

SUMMARY

SUMMARY OF MAIN FINDINGS

In this concluding section we have attempted to draw together the main findings of the study as set out in the body of the report.

1. Given adequate publicity it seems fairly clear that a single instructional course of this kind, with four of its five programs directed at farmers in all three Prairie provinces, is capable of reaching a large audience in each province and of holding the attention of a large section of that audience throughout a substantial part of the series.

2. The target audience for this series was all farm homes with television in those areas of Manitoba, Saskatchewan and Alberta served by the fourteen stations cooperating in this experiment. In no less than 60 per cent of these homes in this total coverage area someone watched at least a part of this course and in over 55 per cent of these homes the farmer himself was a viewer. In actual numbers this means that probably no less than about 75,000 farmers throughout the three provinces, plus another 50,000 adult members of farm households, watched some part of the course.

3. Viewing was most extensive in Saskatchewan where an estimated 65 per cent of farmers watched at least some of the programs and 41 per cent watched on an average day. It was less extensive in Manitoba where the corresponding proportions were 50 and 31 per cent, and slightly less extensive still in Alberta where an estimated 47 per cent of farmers watched some part of the course and 27 per cent watched on an average day. Various factors which appear to have contributed to these differences between provinces are discussed in the text.

4. A particularly encouraging feature of this experiment was the success of the course in reaching so many farmers who had hitherto remained relatively untouched by the normal activities of the farm Extension Services. In all three provinces the majority of farmers who spent any time watching this 1964 series of broadcasts had never personally attended a Department of Agriculture Extension Course, and a large proportion of those who viewed had had no contact of any kind with the Extension Service over the past year.

5. Much of the course was felt by those who watched it to be interesting, informative, and of practical value to them in their work. Where criticisms were made, or suggestions put forward for improvement, these usually tended to be, in effect, requests by farmers for more time to be devoted in the course to those subjects in which they themselves were specially interested, or for the extension of the course to give fuller treatment to topics not adequately dealt with here. Additionally there was some feeling, more widespread in Saskatchewan than in the other two provinces, that some of the programs would have benefited had they been able to make more allowance for variations in local conditions. These however were all complaints made by a few people only. On the whole, audience reaction to the series was overwhelmingly favorable.

6. The course devoted two days to beef cattle farming, a day to soil and land use, and a day to forage crops. These four programs were broadcast throughout the three provinces. The fifth and final program of the series was specific to each province - in Manitoba it dealt with farm careers, in Saskatchewan with improving the farmstead, and in Alberta with farm management. Structured in this way the course would appear to have been particularly successful in catering for the needs of so many different types of farmer throughout the three provinces. Needless to say the two beef cattle programs tended, on the whole, to make a more favorable impression on beef cattle farmers than on those with other specialities. But for the most part, the course proved sufficiently well-stocked and varied to attract and appeal to a wide cross-section of farmers in all three provinces. Certainly we were unable to find any substantial group of beef cattle, wheat or grain farmers in any province who appeared to feel that the course had ignored them or dealt inadequately with their interests.

7. Once again however, as in Manitoba in 1962, so on this occasion in each of the three provinces, we found one particular group of farmers who seemed to have benefited less from this course than most. These were farmers operating small farms - especially those with less than a quarter section, but also many with up to half a section of farm land. Not only is the small farmer less likely than the man on the bigger farm to have a TV set and hence the opportunity to watch television at all but, even when he has a set, he is less likely to expose himself to a series of broadcasts of this kind. Why this should be is still not clear. Possible reasons are discussed in the body of the report - the greater likelihood of the small farmer being too busy to watch, the fact that some small farmers are only part-time small holders, or the greater inaccessibility of the small farmer to publicity announcing a course of this kind. It is also a fact that these small farmers, in all three provinces, were somewhat less convinced of the practical value to them of this course than were farmers in general.

8. While we have no corroborating evidence from this study it is relevant to recall that in our 1962 inquiry in Manitoba, we discovered a further obstacle to the education of the small farmer - the smaller the farm, the less likely was it to be touched by the normal activities of a farm Extension Service. We suspect that this is no less true in Saskatchewan and Alberta. If so it means of course that effective communication with the small farmer constitutes a major problem not only for television but for farm extension work generally.

9. Finally, the general point can be made that farmers in all three Prairie provinces are much taken by the whole idea of a course of this kind and that many of them feel it offers considerable advantages over the more conventional type of short course requiring their personal attendance. That they should feel this is perhaps hardly surprising and, in itself, this is of course no assurance that they would learn as much from a TV course as they would from classroom attendance. If this is still felt to be a problem it would have to be investigated by methods quite different from those employed in this project. However what <u>can</u> be said now, without the need for further study, is that a course of this kind on television does have a very widespread appeal to Prairie farmers, and that they themselves seem to feel that they got much out of this 1964 course that was of value to them.

APPENDICES

APPENDIX A:

DESCRIPTION OF THE PROGRAM CONTENT OF THE SERIES: 'THIS BUSINESS OF FARMING'

JANUARY 1964

SUMMARY

Monday	-	January 6, 1964	--	SOILS AND MAN
Tuesday	-	January 7, 1964	--	HOW TO MAKE FORAGE CROPS PAY
Wednesday	-	January 8, 1964	--	PRODUCING THE BEEF CALF
Thursday	-	January 9, 1964	--	FEEDING BEEF FOR MARKET
Friday	-	January 10, 1964	--	CAREER EXPLORATIONS (Manitoba only)
			--	IMPROVING FAMILY LIVING (Saskatchewan only)
			--	IMPROVING FARM BUSINESS (Alberta only)

Co-hosts of Series

Lionel Moore,
Regional Supervisor,
CBC Farm Department.

Prof. Clay Gilson,
Agricultural Economist,
University of Manitoba.

MONDAY - JANUARY 6 "SOILS AND MAN"

Participants sharing the following topics:

Mr. Bob Wallace - Soils and Crops Branch,
Manitoba Department of Agriculture and Conservation

Mr. Earl Johnson - Plant Industry Branch,
Saskatchewan Department of Agriculture

Mr. Adolph Goettel - Field Crops Branch,
Alberta Department of Agriculture

Topics

I - SOILS AND CLIMATE IN THE PRAIRIE REGION -- will set the stage for the whole series of programs by indicating the physical resources of soils and climates, by showing the broad soil and climatic zones in Western Canada and something of the characteristics of each soil zone.

II - PRESENT LAND USE IN WESTERN CANADA -- a short presentation of statistics that show the manner in which prairie soils are now being used by man.

III - LET'S LOOK AT SUMMERFALLOW -- a brief outline of the history of summerfallow on the prairies followed by a searching look at the value of summerfallow. This objective presentation will be designed to help the prairie farmer re-examine the place of summerfallow in his farm program.

TUESDAY - JANUARY 7 "HOW TO MAKE FORAGE CROPS PAY"

I - INTRODUCTION -- by Mr. R. E. McKenzie, Director
Plant Industry Branch,
Saskatchewan Department of Agriculture

II - PASTURE MANAGEMENT PAYS OFF -- showing the value of pasture and an examination of the management practices that are required for maximum returns from pasture.

-- by Mr. Orlen Bratwold,
Forage Crop Specialist,
Alberta Department of Agriculture

III - VALUE OF FORAGE CROPS AS HAY -- showing the value of forage crops in relation to the value of cereal crop production on prairie soils.

-- by Mr. Jim Campbell,
Forage Crop Specialist,
Manitoba Department of Agriculture

IV - SECONDARY VALUE OF FORAGE CROPS -- an evaluation of the beneficial effect on other crops grown in rotation after forage crops.

-- by Mr. W. B. Johnson,
Soils Specialist,
Saskatchewan Department of Agriculture

WEDNESDAY - JANUARY 8 "PRODUCING THE BEEF CALF"

I - ECONOMICS OF BEEF PRODUCTION -- a look at the future prospects for the prairie farmer who raises beef cattle and/or feeds them for market.

-- by Dr. Clay Gilson,
Agricultural Economist,
University of Manitoba.

II - FEED RESOURCES FOR THE BEEF HERD -- making the most of existing feed supplies while maintaining the herd in a thrifty condition.

-- by Prof. C. M. Williams,
Faculty of Agriculture,
University of Saskatchewan.

III - FACILITIES FOR HANDLING THE COW HERD -- how cow herd can be handled easily with proper corrals, chutes, squeezes, gates and other well planned facilities.

-- by Mr. J. S. Lore,
Livestock Branch,
Alberta Department of Agriculture.

IV - BEEF CATTLE IMPROVEMENT -- emphasizing important management practices often neglected by beef producers and an outline of methods available for improving the herd.

-- by Mr. W. C. Gordon,
Livestock Branch,
Alberta Department of Agriculture.

THURSDAY - JANUARY 9 "FEEDING BEEF FOR MARKET"

I - **CREDIT FOR FEEDERS** -- an examination of sources of credit, types of credit and their uses, interest rates and pitfalls in credit buying of feeder cattle.

-- by Dr. Glen Purnell,
Agricultural Economist,
Alberta Department of Agriculture.

II - **SOURCES OF CATTLE FOR FEEDING** -- a discussion of the relative merits of raising your own feeders, auction buying, yard buying and direct buying from producer.

-- by Mr. Stewart Hatch, Manager,
Lethbridge Central Feeders.

III - **FEEDLOT FACILITIES** -- factors to consider in setting up an efficient feedlot for up to 100 feeder cattle without the use of expensive automatic equipment.

-- by Mr. Charles E. Goode,
Animal Industry Branch,
Saskatchewan Department of Agriculture.

IV - **FEEDS AND FEEDING** -- a look at the economic and nutritional aspects of common feeds and feed additives.

-- by Dr. E. W. Stringam,
Faculty of Agriculture,
University of Manitoba.

V - **FEEDLOT HEALTH** -- an outline of the management techniques that should be followed to help prevent sickness and disease in the feedlot.

-- by Dr. J. W. O'Donoghue,
Livestock Branch,
Alberta Department of Agriculture.

VI - **BEEF MARKETING** -- a discussion of the various methods of marketing finished beef with emphasis on the when, how and where to market for best return.

-- by Prof. Art Wood,
Agricultural Economist,
University of Manitoba.

FRIDAY - JANUARY 10 "YOUR FUTURE IS IN YOUR HANDS" (MANITOBA ONLY)

I - INTRODUCTION -- an outline of the problem faced by many rural young people as they make their decision on a lifetime career. A presentation on the three steps in making career decisions - self education - search - selection.

-- by Mr. E. W. Somers,
4-H Club Division,
Manitoba Department of Agriculture.

II - PROFESSIONAL OPPORTUNITIES -- a look at the many professional opportunities that a rural young man or young woman might consider and how to take advantages of these opportunities.

-- by Dr. J. M. Nesbitt,
Faculty of Agriculture,
University of Manitoba.

III - VOCATIONAL OPPORTUNITIES -- an outline of the many opportunities for vocational training in Manitoba leading to employment in the trades.

-- by Mr. Richard Jones, Principal,
Brandon Vocational Training Centre.

IV - ON-THE-FARM CAREERS -- consideration of the opportunities for training the young man who plans to make a career of farming.

-- by Mr. Harold Boughton,
Agricultural Representative,
Roblin, Manitoba.

FRIDAY - JANUARY 10 "IMPROVED FAMILY LIVING" (SASKATCHEWAN ONLY)

I - INTRODUCTION -- by Mr. Doug McRorie,
Farm Management Specialist,
Saskatchewan Department of Agriculture.

II - IMPROVING FARMSTEAD ARRANGEMENT -- a presentation on the principles of farmstead improvement, factors to consider in changing the farmstead layout, and labour saving arrangements that can be included.

-- by Mr. Jack Peck,
Family Farm Improvement Branch,
Saskatchewan Department of Agriculture.

-- and Mr. Stan Sheard,
Horticulture Specialist,
Saskatchewan Department of Agriculture.

III - FARMSTEAD BEAUTIFICATION -- ways of beautifying the farmstead with proper planning of garden area, shelterbelts and lawn area.

-- also by Messrs. Peck and Sheard.

IV - FARM HOME IMPROVEMENT -- an outline of the methods of improving the farm home for greater efficiency and better farm living with information on the costs involved in remodelling houses.

-- by Penny Powers,
Saskatchewan Power Commission.

FRIDAY - JANUARY 10 "FARM MANAGEMENT" (ALBERTA ONLY)

I - FARM ACCOUNTS -- reasons for keeping accounts, samples of a net worth statement and profit and loss statement. Summary of what accounts accomplish.

II - SIX FACTORS AFFECTING PROFIT -- size of farm business, labor and equipment efficiency, capital efficiency, crop production per acre, livestock production per animal, enterprise combinations.

III - FARM AND HOME MANAGEMENT -- making of financial decisions, importance of joint responsibility of husband and wife, planning for the future, etc.

Given by - Marion Atkinson
Howard Fulcher
Alf. Peterson
} Alberta Department of Agriculture

APPENDIX B

SAMPLE SELECTION AND INTERVIEW COMPLETION RATE

This appendix details the methods used to collect and process the data which forms the basis for this report.

The Sampling Plan - General

A number of factors influenced the general design of the sampling plan. Chief among these was the choice of a method of contacting potential respondents. Time, weather and cost ruled out a personal interview approach. The complexity of the questionnaire, and the need for a maximum response rate argued against a direct mail approach. This left us with the telephone as a means of access to our respondents. While this left much to be desired in terms of non-coverage error, it did have the advantage of providing personal contact between interviewer and respondent, a high co-operation rate, and maximum economy. Our estimated non-coverage error is detailed as Exhibit I to this appendix.

Having decided on a telephone-oriented approach, the next step was to discover sources for the construction of a frame. Any sampling plan which is concerned with a special sub-group of the general population, as was the case here, has two general approaches open to it: the construction of a special frame, or the use of a two-phase selection process from a more general frame. We chose the latter, since an examination of available special lists of farmers showed either that they were restricted to special types of farmers, or that their format was unsuitable. (Among the lists considered at this stage were rural directories and Federal Department of Agriculture card files.) Our general, two-phase approach, then, was to select a sample from the general population, and filter out non-farmers.

Other problems were caused by the ever-present need for maximum economy, consistent with good sample practice, the availability of interviewers, and the need for all interviews to be completed as soon as possible after the completion of the program series. All of these factors argued for a rather highly clustered sample design.

Details of the Sampling Plan

Separate samples were selected for each province, according to the same general procedure.

For each province, the universe was defined as all farmers, living in households equipped with both television and a telephone, who were located within the coverage areas of the television stations (and their satellites) carrying the program series. Coverage was estimated from the CBC's signal strength/contour maps and the latest available syndicated Nielsen Coverage Service, November 1963.

Each of the three Provincial Departments of Agriculture provided a map, showing the boundaries of each Agricultural Representative District. In addition, information was provided showing, for each Agricultural Representative District, the estimated number of farms, and the predominant type of farming. This data was matched to the television coverage data to provide estimates, for each district, of the number of farms within the unduplicated coverage of the 14 television stations carrying the program series. The districts were then arrayed according to the predominant type of farming and two sub-samples of six districts selected with probability proportionate to size. The measures of size were the estimates of the number of farms within the unduplicated coverage of the 14-station network.

For each selected district, a list was prepared showing the various telephone exchanges servicing the district. The sources used at this stage were maps or verbal descriptions provided by the provincial telephone companies. Some problem areas were referred to these companies or to the Provincial Department of Agriculture concerned. Samples were then selected across this frame for each district by a random systematic procedure. The sampling interval varied for each district, and was designed to yield around 350-400 telephone numbers per selected district. The varying sampling interval at this selection stage was necessary to preserve equality of selection probabilities across the whole frame for a province. In Alberta, a supplemental sample was drawn, by the same procedures, for the Lethbridge-Medicine Hat area, for which separate estimates were desired. Maps showing the districts selected in each province are provided as Exhibit II to this appendix.

Completion of the Interviews

For each selected district, interviewers were recruited by the district's agricultural representative. Each interviewer was personally briefed on the purposes of the interview and the contents of the questionnaire by CBC staff.

The program series was broadcast from January 6-10, 1964. Interviewing was conducted from January 10 (following the last telecast) to 13, 1964. Up to three recalls were made on sample selectees in order to maximize response. Details on the completion rate are shown as Exhibit III to this appendix.

Processing the Data

Completed questionnaires were returned to the Provincial Department of Agriculture in Edmonton, Regina and Winnipeg and then to CBC Head Office. Answers to each question were examined in order to construct a content-code for the question. Each questionnaire was then coded according to this content-code and transferred to a series of punched cards. The punched cards for each respondent were then synthesised to form an IBM 1311 disk record, and the results of the survey tabulated. At each stage of the coding and data preparation process, a complete check of the work of each clerk was made. Film prints of the program series were available to assist in interpreting the questionnaires.

Estimates given in this report for each province have not been weighted or adjusted in any way. Estimates for the total of the three provinces were obtained by weighting the results of each province by an estimate of its farm TV homes. This weighting was necessitated by the differential sampling rates used within each province.

The split sample design used enables us to obtain sampling error estimates by the use of the general method derived by J.C. Koop.[1] From various tests made on the data using this method, it would appear that the sampling error attributable to our estimates is approximately:

$$1.25 \frac{P(100-p)}{n}$$

where 'p' is the percentage and 'n' is the sample size. Estimates of the sampling error of a difference between two uncorrelated percentages may likewise by derived by multiplying the binomial estimate by the factor of 1.25

---

[1] Koop, J.C., "On Theoretical Questions Underlying the Technique of Replicated or Interpenetrating Samples." Proceedings of the Social Statistics Section of the American Statistical Association. 1960.

EXHIBIT I

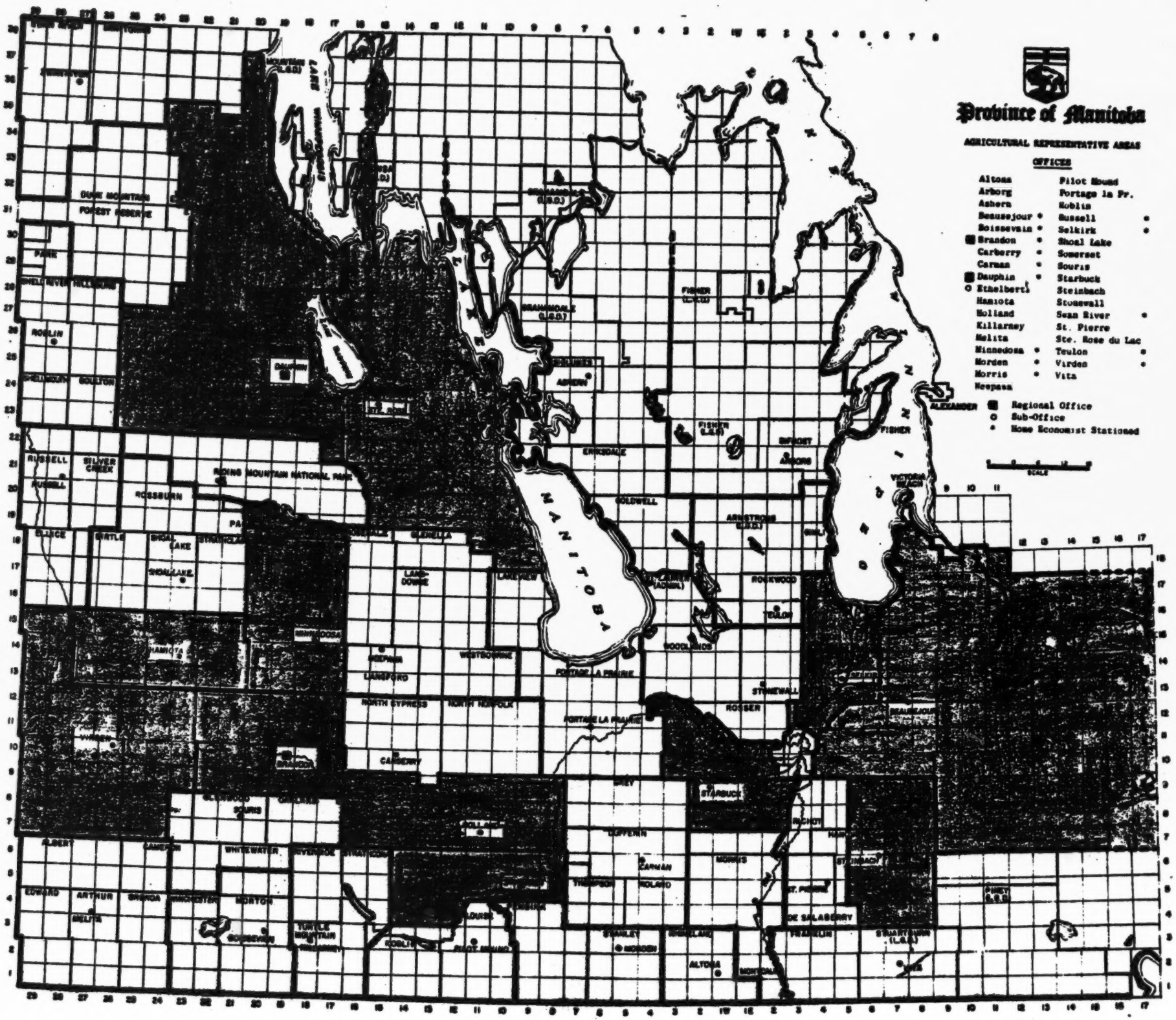
PER CENT OF FARM HOMES WITH TV, WITH TELEPHONE,
AND WITH BOTH TV AND TELEPHONE

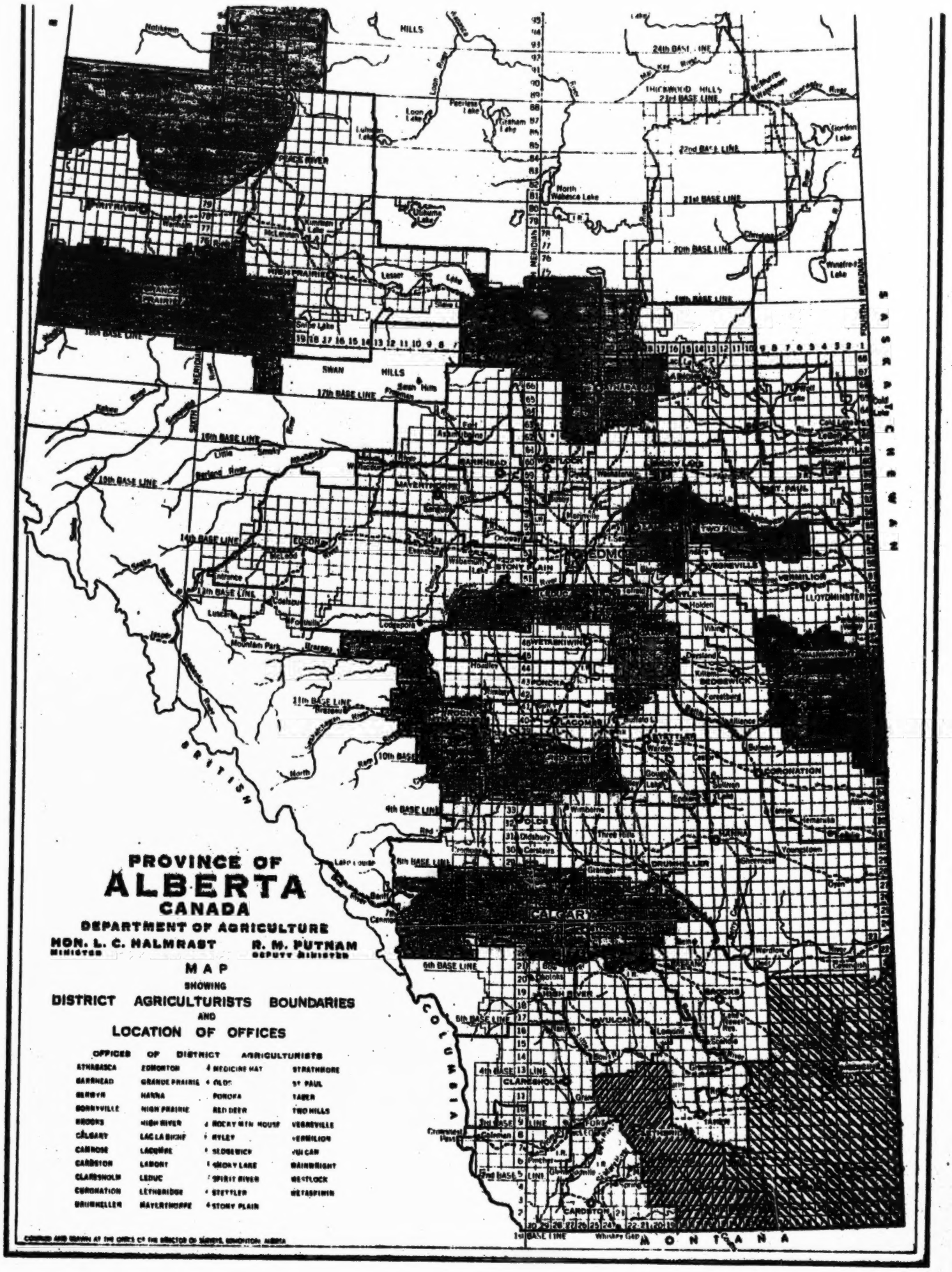
	MANITOBA	SASKATCHEWAN	ALBERTA
	%	%	%
Have TV	59	56	65
Have telephone	75	66	50
Have both	49	49	36
All farm homes	100	100	100

From the above, we can deduce that, taking farm homes as a target audience, the sampling frame used covered 83 per cent of the target in Manitoba, 88 per cent of the target in Saskatchewan, and 57 per cent of the target in Alberta.

EXHIBIT II

MAPS SHOWING SELECTED DISTRICTS IN
EACH PROVINCE INCLUDED IN SAMPLE


Province of Manitoba
AGRICULTURAL REPRESENTATIVE AREAS
OFFICES
Altona
Arborg
Ashern
Beausejour
Boissevain
Brandon
Carberry
Carman
Dauphin
Ethelbert
Hamiota
Holland
Killarney
Melita
Minnedosa
Morden
Morris
Neepawa
Pilot Mound
Portage la Pr.
Roblin
Russell
Selkirk
Shoal Lake
Somerset
Souris
Starbuck
Steinbach
Stonewall
Swan River
St. Pierre
Ste. Rose du Lac
Teulon
Virden
Vita
Regional Office
Sub-Office
Home Economist Stationed
SCALE
MANITOBA
LAKE WINNIPEG
DUCK MOUNTAIN FOREST RESERVE
RIDING MOUNTAIN NATIONAL PARK
ROSSBURN
ROBLIN
DAUPHIN
ASHERN
ERIKSDALE
GOLDWELL
ARMSTRONG
ROCKWOOD
TEULON
WOODLANDS
FISHER
ALEXANDER
VICTORIA BEACH
FISHER
BIFROST
ARBORG
GRAHAMDALE
FISHER
WESTBOURNE
LANSFORD
NORTH CYPRESS
NORTH NORFOLK
PORTAGE LA PRAIRIE
STONEWALL
ROSSER
CARBERRY
BRANDON
STARBUCK
DUFFERIN
CARMAN
MORRIS
ROLAND
THOMPSON
ST. PIERRE
DE SALABERRY
FRANKLIN
STUARTBURN
ALTONA
MORDEN
STANLEY
ALBERT
CAMERON
WHITEWATER
RIVERSIDE
EDWARD
ARTHUR
MELITA
MORTON
TURTLE MOUNTAIN
ROBLIN
PILOT MOUND
PINEY


PROVINCE OF
ALBERTA
CANADA
DEPARTMENT OF AGRICULTURE
HON. L. C. HALMRAST
MINISTER
R. M. PUTNAM
DEPUTY MINISTER
MAP
SHOWING
DISTRICT AGRICULTURISTS BOUNDARIES
AND
LOCATION OF OFFICES
OFFICES OF DISTRICT AGRICULTURISTS
ATHABASCA
BARRHEAD
BERWYN
BONNYVILLE
BROOKS
CALGARY
CAMROSE
CARDSTON
CLARESHOLM
CORONATION
DRUMHELLER
EDMONTON
GRANDE PRAIRIE
HANNA
HIGH PRAIRIE
HIGH RIVER
LAC LA BICHE
LACOMBE
LEDUC
LETHBRIDGE
MAYERTHORPE
MEDICINE HAT
OLDS
PEACE RIVER
RED DEER
ROCKY MTN HOUSE
RYLEY
SLEDGEWICK
SMOKY LAKE
SPIRIT RIVER
STETTLER
STONY PLAIN
STRATHMORE
ST PAUL
TABER
TWO HILLS
VEGREVILLE
VERMILION
VULCAN
WAINWRIGHT
WETASKIWIN
WETLOCK
WHITECOURT
PRINTED AND ISSUED BY THE QUEEN'S PRINTER FOR ALBERTA, EDMONTON, ALBERTA
HILLS
SWAN HILLS
THORHILD HILLS
PEACE RIVER
HIGH PRAIRIE
GRANDE PRAIRIE
EDMONTON
CALGARY
LETHBRIDGE
MONTANA
BRITISH COLUMBIA
SASKATCHEWAN
1st BASE LINE
4th BASE LINE
5th BASE LINE
6th BASE LINE
9th BASE LINE
10th BASE LINE
11th BASE LINE
13th BASE LINE
14th BASE LINE
17th BASE LINE
19th BASE LINE
20th BASE LINE
21st BASE LINE
22nd BASE LINE
24th BASE LINE
FOURTH MERIDIAN
FIFTH MERIDIAN
SIXTH MERIDIAN

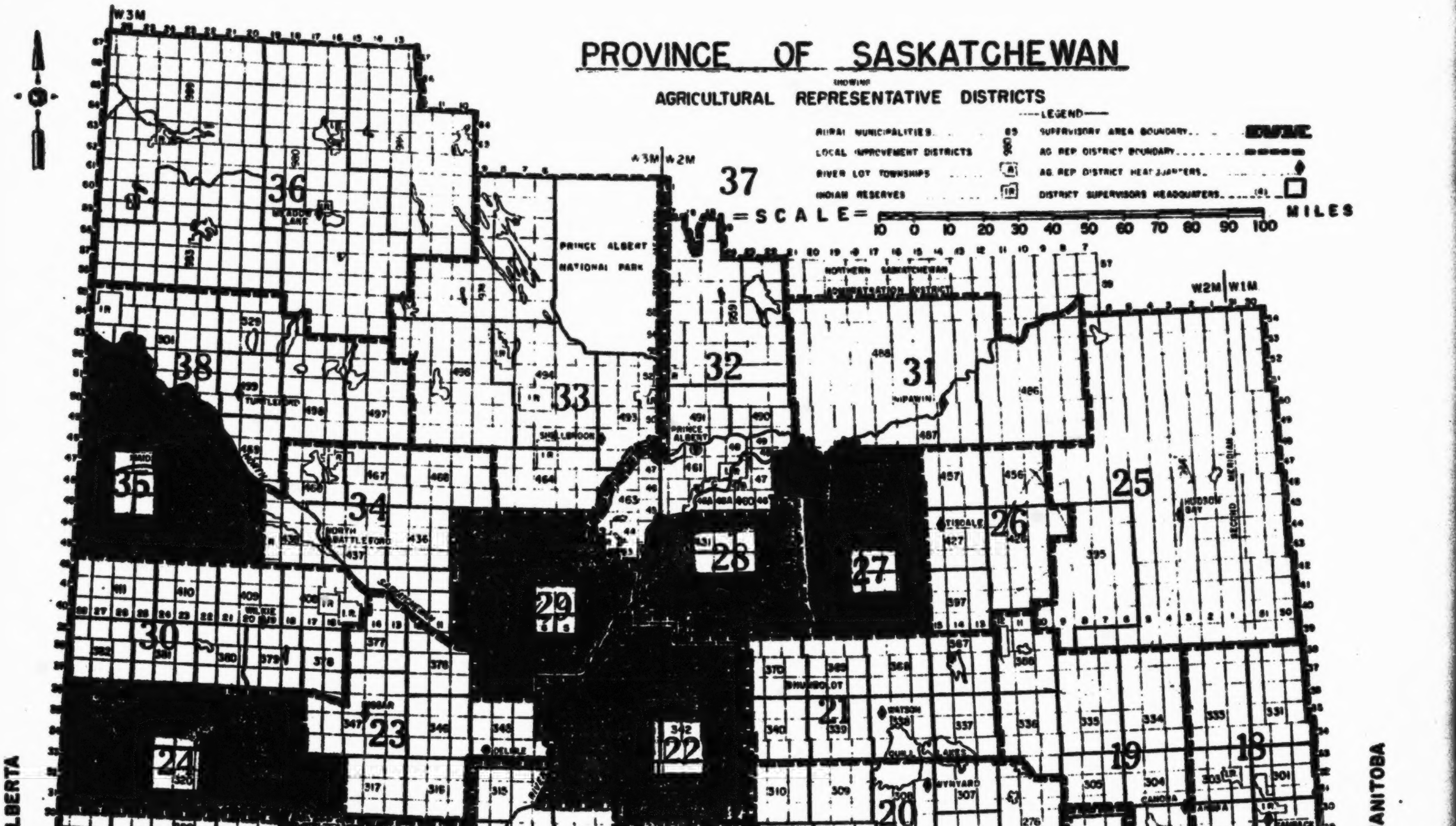

PROVINCE OF SASKATCHEWAN
SHOWING
AGRICULTURAL REPRESENTATIVE DISTRICTS
LEGEND
RURAL MUNICIPALITIES
SUPERVISORY AREA BOUNDARY
LOCAL IMPROVEMENT DISTRICTS
AG REP DISTRICT BOUNDARY
RIVER LOT TOWNSHIPS
INDIAN RESERVES
DISTRICT SUPERVISORS HEADQUARTERS
SCALE
MILES
ALBERTA
MANITOBA
MONTANA
N. DAKOTA
PRINCE ALBERT NATIONAL PARK
NORTH BATTLEFORD
PRINCE ALBERT
SWIFT CURRENT
ESTEVAN
W3M
W2M
W1M

EXHIBIT III

INTERVIEW COMPLETION RATES

	MANITOBA		SASKATCHEWAN		ALBERTA	
Selected Sample	4200		4200		4200	
Less, exclusions from universe						
- Non-farmer/business	1857		1843		2218	
- Disconnected/out of order/ non-English	391		401		465	
- No TV	211		247		351	
Net Sample	1741	100%	1709	100%	1947	100%
No answer	154	9	227	13	239	12
Busy	28	2	45	3	55	3
Refused	25	2	36	2	101	5
Incomplete	39	2	42	3	33	2
Interview obtained	1495	85	1359	79	1519	78
	1741	100	1709	100	1947	100

QUESTIONNAIRES

Yellow questionnaire:	All contacts
Blue questionnaire:	Farmers who watched any part of the series.
Pink questionnaire:	Farmers who did not watch any part of the series.

FARM TELECOURSE, January 1964.

INTERVIEWER'S NAME _____ 5-

Name of person interviewed _____ Post Office or R.R. _____ Province _____ 6-

Tel.No. of Person interviewed _____ Telephone Exchange _____ Agric. Rep. District _____ 7-

		8 1st Call	9 2nd Call	10 3rd Call	11 4th Call	
WRITE IN:	DATE	Jan.	Jan.	Jan.	Jan.	8-
	TIME					9-
INTERVIEW COMPLETED		0	0	0	0	10-
TRY AGAIN:	LINE BUSY	1	1	1	1	11-
	NO ANSWER	2	2	2	2	
	ANSWER - CHILD ONLY	3	3	3	3	
	ANSWER - FARMER OUT	4	4	4	4	
CLOSE INTERVIEW:	DISCONNECTED	5	5	5	5	
	BUSINESS NUMBER	6	6	6	6	
	FRENCH/FOREIGN	7	7	7	7	
	REFUSED	8	8	8	8	

1. Hello. This is a television survey for farmers.
Do you, or does anyone in your household, own or manage a farm for at least six months of the year?

YES 1
NO 2 (CLOSE INTERVIEW)

IF RESPONDENT IS A FARM OPERATOR CONTINUE THE INTERVIEW WITH HIM. IF SOMEONE ELSE IN THE HOUSEHOLD IS A FARM OPERATOR ASK TO SPEAK TO THAT PERSON. ARRANGE TO CALL BACK IF NECESSARY.

TO FARM OPERATOR:

2. Do you have a television set in your home? Is it in working order right now?

YES	0	
YES, BUT NOT WORKING	1	
NO	2 (SKIP TO Q.4)	12-

3a. Which of the following TV stations can you normally get on your set? Any others? (READ OUT CALL LETTERS AND CIRCLE CHANNEL NUMBER OF EACH STATION THE INFORMANT RECEIVES.)

b. How good is your reception on _____(NAME STATION)? Is it very good, quite good, fair, or poor? (ASK THIS FOR EACH STATION WHICH THE INFORMANT SAYS HE CAN GET AND CIRCLE NUMBER IN APPROPRIATE COLUMN.)

CALL LETTERS	CHANNEL NO.	RECEPTION				
		Very good	Quite good	Fair	Poor	
	1	3	2	1	0	13-
	2	3	2	1	0	14-
	3	3	2	1	0	15-
	4	3	2	1	0	16-
	5	3	2	1	0	17-
	6	3	2	1	0	18-
	7	3	2	1	0	19-
	8	3	2	1	0	20-
	9	3	2	1	0	21-
	10	3	2	1	0	22-
	11	3	2	1	0	23-
	12	3	2	1	0	24-
	13	3	2	1	0	25-

4. There was a series of farming programs shown on Channel(s) _____ every morning this past week. Did you happen to watch any of these programs? (IF THERE WAS A CHOICE OF CHANNELS, ASK: Which channel did you see them on? _____

YES	1	26-
NO	2	

IF FARMER VIEWED ANY PROGRAMS, CONTINUE ON BLUE QUESTIONNAIRE.

(Province)

F A R M T E L E C O U R S E

January 1964

QUESTIONNAIRE FOR FARMERS

WHO VIEWED ANY OF THE COURSE

Informant's Name _____

Telephone Exchange and Number _____

Agricultural District _____

Interviewer's Name _____

5a. Did anyone else in your household watch any of the programs?

Yes	1	
No	2	(SKIP TO Q.6)
Don't know	3	(SKIP TO Q.6)

27

b. IF YES: Which members of your household watched any of the programs? Anyone else? And was there anyone in the household who didn't watch any of the programs? Anyone else?

	NAME	RELATIONSHIP TO FARMER	SEX		AGE		VIEWED		
			M	F	-16	16 & OVER	SOME	NONE	
1.	Informant	Farmer	1	2	4	5	7	8	28
2.			1	2	4	5	7	8	29
3.			1	2	4	5	7	8	30
4.			1	2	4	5	7	8	31
5.			1	2	4	5	7	8	32
6.			1	2	4	5	7	8	33
7.			1	2	4	5	7	8	34
8.			1	2	4	5	7	8	35

6. First, would you mind telling me, please, which of the five programs you viewed?

Did you watch the Monday program on land use and summerfallow? And did anyone else in your household watch it? IF YES: Who was that, please?

Did you watch the Tuesday program about pasture management and forage crops? And did anyone else in your household watch it? IF YES: Who was that,please?

Did you watch the Wednesday program on cow herd handling and beef cattle improvement? And did anyone else in your household watch it? IF YES: Who was that, please?

Did you watch the Thursday program which dealt with feeding beef for market? And did anyone else in your household watch it? IF YES: Who was that, please?

Did you watch the Friday program dealing with farming as a career?* And did anyone else in your household watch it? IF YES: Who was that, please?

Day of program	Farmer viewed (CIRCLE CORRECT ANSWER)	Farmer didn't view (CIRCLE CORRECT ANSWER)	No other adult members of household viewed (CIRCLE IF APPROPRIATE)	Number of other members of household who viewed			
				Wife	M: 16 or over	F: 16 or over	
Monday	1	2	4	6			36
Tuesday	1	2	4	6			39
Wednesday	1	2	4	6			42
Thursday	1	2	4	6			45
Friday	1	2	4	6			48

* In Saskatchewan the program dealt with reorganizing and improving the farmstead and in Alberta with farm and home management.

IF INFORMANT VIEWED MONDAY'S PROGRAM:

7a. Now, could you tell me how much of the Monday program you saw?

All of it	1	
Nearly all	2	
Half to three-quarters	3	8
Less than half	4	
Bits here and there	5	

b. How interesting did you find it?

Very interesting	1	
Quite interesting	2	
All right, not bad	3	9
Not very interesting	4	
Not interesting at all	5	

c. Did you learn anything new from this program on land use and summerfallow? IF YES: Did you learn a lot, some, or a little?

Yes	1	
No	2	
A lot	3	10
Some	4	
A little	5	

d. What exactly was it that you learnt?
PROBE AND KEEP PROBING: Anything else?

_____ 11

_____ 12

_____

e. Was there anything in the program that you found particularly useful? IF YES: What was that? IF NO: Nothing at all?

Yes	1	13
No	2	

_____

_____

_____

f. Was there any part of the program which could have been better for you yourself? What was that? (PROBE: Anything else?)

_____ 14

_____

_____

* * *

IF INFORMANT DID NOT VIEW MONDAY'S PROGRAM:

7a. Did you know beforehand that the program on land use and summerfallow was going to be on?

Yes	1	15
No	2	

IF YES:

Were you interested in the subject or not?

Yes, I was interested	1
No, I was not interested	2

Did you expect the program to be a good one, or not?

Expected it to be good	4	16
Didn't expect it to be good	5	
Don't know, no idea	6	

b. Was there any (other) reason why you didn't or couldn't watch the Monday program? What was that reason? (PROBE: Anything else?)

_____ 17

_____

_____

IF INFORMANT VIEWED TUESDAY'S PROGRAM:

8a. Now, could you tell me how much of the Tuesday program you saw?

All of it	1	18
Nearly all	2	
Half to three-quarters	3	
Less than half	4	
Bits here and there	5	

b. How interesting did you find it?

Very interesting	1	19
Quite interesting	2	
All right, not bad	3	
Not very interesting	4	
Not interesting at all	5	

c. Did you learn anything new from this program about pasture management and forage crops?
IF YES: Did you learn a lot, some, or a little?

IF NO: SKIP TO "f" SECTION

Yes	1	20
No	2	
A lot	3	
Some	4	
A little	5	

d. What exactly was it that you learnt?
PROBE AND KEEP PROBING: Anything else?

_____ 21

_____ 22

_____

e. Was there anything in the program that you found particularly useful? IF YES: What was that?
IF NO: Nothing at all?

Yes	1	23
No	2	

_____

_____

_____

f. Was there any part of the program which could have been better for you yourself? What was that? (PROBE: Anything else?) 24

* * *

IF INFORMANT DID NOT VIEW TUESDAY'S PROGRAM:

8a. Did you know beforehand that the program on pasture management and forage crops was going to be on? Yes 1, No 2 — 25

IF YES:

Were you interested in the subject or not?
Yes, I was interested 1
No, I was not interested 2

Did you expect the program to be a good one, or not? — 26
Expected it to be good 4
Didn't expect it to be good 5
Don't know, no idea 6

b. Was there any (other) reason why you didn't or couldn't watch the Tuesday program? What was that reason? (PROBE: Anything else?) 27

IF INFORMANT VIEWED WEDNESDAY'S PROGRAM:

9a. Now, could you tell me how much of the Wednesday program you saw?

All of it	1	28
Nearly all	2	
Half to three-quarters	3	
Less than half	4	
Bits here and there	5	

b. How interesting did you find it?

Very interesting	1	29
Quite interesting	2	
All right, not bad	3	
Not very interesting	4	
Not interesting at all	5	

c. Did you learn anything new from this program on cow herd handling and beef cattle improvement? IF YES: Did you learn a lot, some or a little?

IF NO: SKIP TO "f" SECTION

Yes	1	30
No	2	
A lot	3	
Some	4	
A little	5	

d. What exactly was it that you learnt?
PROBE AND KEEP PROBING: Anything else?

_____ 31

_____ 32

_____

e. Was there anything in the program that you found particularly useful? IF YES: What was that?
IF NO: Nothing at all?

Yes	1	33
No	2	

_____

_____

_____

f. Was there any part of the program which could have been better for you yourself? What was that? (PROBE: Anything else?)

34

* * *

IF INFORMANT DID NOT VIEW WEDNESDAY'S PROGRAM:

9a. Did you know beforehand that the program on cow herd handling was going to be on?

Yes	1	35
No	2	

IF YES:

Were you interested in the subject, or not?

Yes, I was interested	1
No, I was not interested	2

36

Did you expect the program to be a good one, or not?

Expected it to be good	4
Didn't expect it to be good	5
Don't know, no idea	6

b. Was there any (other) reason why you didn't or couldn't watch the Wednesday program? What was that reason? (PROBE: Anything else?)

37

IF INFORMANT VIEWED THURSDAY'S PROGRAM:

10a. Now, could you tell me how much of the Thursday program you saw?

All of it	1	
Nearly all	2	
Half to three-quarters	3	38
Less than half	4	
Bits here and there	5	

b. How interesting did you find it?

Very interesting	1	
Quite interesting	2	
All right, not bad	3	39
Not very interesting	4	
Not interesting at all	5	

c. Did you learn anything new from this program on feeding beef for market? IF YES: Did you learn a lot, some, or a little?

IF NO: SKIP TO "f" SECTION

Yes	1	
No	2	40
A lot	3	
Some	4	
A little	5	

d. What exactly was it that you learnt? PROBE AND KEEP PROBING: Anything else?

_____ 41

_____ 42

_____

e. Was there anything in the program that you found particularly useful?
IF YES: What was that?
IF NO: Nothing at all?

Yes	1	43
No	2	

_____

_____

_____

.f. Was there any part of the program which could have been better for you yourself? What was that? (PROBE: Anything else?)

44

* * *

IF INFORMANT DID NOT VIEW THURSDAY'S PROGRAM:

10a. Did you know beforehand that the program on feeding beef for market was going to be on?

Yes	1	45
No	2	

IF YES:

Were you interested in the subject, or not?

Yes, I was interested	1
No, I was not interested	2

Did you expect the program to be a good one, or not? 46

Expected it to be good	4
Didn't expect it to be good	5
Don't know, no idea	6

b. Was there any (other) reason why you didn't or couldn't watch the Thursday program? What was that reason? (PROBE: Anything else?)

47

IF INFORMANT VIEWED FRIDAY'S PROGRAM:

11a. Now, could you tell me how much of the Friday program you saw?

All of it	1	48
Nearly all	2	
Half to three-quarters	3	
Less than half	4	
Bits here and there	5	

b. How interesting did you find it?

Very interesting	1	49
Quite interesting	2	
All right, not bad	3	
Not very interesting	4	
Not interesting at all	5	

c. Did you learn anything new from this program on _____?
IF YES: Did you learn a lot, some, or a little?

IF NO: SKIP TO "f" SECTION

Yes	1	50
No	2	
A lot	3	
Some	4	
A little	5	

d. What exactly was it that you learnt?
PROBE AND KEEP PROBING: Anything else?

_____ 51

_____ 52

_____

e. Was there anything in the program that you found particularly useful? IF YES: What was that?
IF NO: Nothing at all?

Yes	1	53
No	2	

_____

_____

_____

f. Was there any part of the program which could have been better for you yourself? What was that? (PROBE: Anything else?)

_____ 54

_____

_____

* * *

IF INFORMANT DID NOT VIEW FRIDAY'S PROGRAM:

11a. Did you know beforehand that the program on _____ was going to be on?

Yes	1	55
No	2	

IF YES:

Were you interested in the subject, or not?

Yes, I was interested	1
No, I was not interested	2

Did you expect the program to be a good one, or not?

Expected it to be good	4	56
Didn't expect it to be good	5	
Don't know, no idea	6	

b. Was there any (other) reason why you didn't or couldn't watch the Friday program? What was that reason? (PROBE: Anything else?)

_____ 57

_____

_____

ASK ALL:

12. Now, in general, how do you think these programs might have been made more useful for you yourself? (PROBE: Can you think of anything else?)

_____ 59

_____

_____

13. And is there any way in which you would like to see the programs changed in future years?

_____ 60

_____

_____

14. And is there anything else you would like to say about the programs in general?

_____ 61

_____

15a. If it is decided to give another television short course next year, do you think you would try to watch it?

Yes	1	
No	2	62
Not sure	3	

b. Should the TV course be given at the same time of day, or at some other time? (PROBE: When?)

Same time of day	1	
Other time (when)____	2	63
No difference	3	
Don't know, no answer	4	

c. What subjects would you like to see covered? (PROBE: Any others?)

_____ 64

_____

16. If an agricultural short course were given in your district and a similar course were available on television - would you prefer to attend the course in person or to watch the course on television?

Would prefer to attend in person	1	
Would prefer to watch course on TV	2	
No difference	3	65
Don't know, no answer	4	

17. About how often do you listen to the CBC noon farm broadcast on radio?

Every day	1	
2-3 times a week	2	
1-2 times a week	3	66
1-3 times a month	4	
Never	5	

18. During the past year, did you obtain any information or advice from the district extension office, or from your agricultural representative or home economist?

Yes	1	67
No	2	

19. Have you or someone else in your household ever attended one of the short courses or meetings put on by the Extension Service of the _____ (Province) Department of Agriculture?

Yes	1	68
No	2	

IF YES: Who attended? What meeting or course was that? What year?

PERSON ATTENDING	COURSE	YEAR	
			69
			70
			71

20. Now, just a few questions to tell us a little about yourself and about your farm. About how large is your farm?

Less than ¼ section	1	
¼ but less than ½	2	
½ up to ¾	3	
¾ up to 1 section	4	72
1 up to 2 sections	5	
2 up to 3 sections	6	
3 sections or more	7	

21.	What is your chief source of farm income - your main line of production?	Beef feeding	1	73
		Beef breeding	2	
		Dairy	3	
		Wheat	4	
		Mixed grain	5	
		Market gardening	6	
		Hogs	7	
		Other _____	8	
22.	Finally, about how old are you?	Under 25	1	74
		25-34	2	
		35-44	3	
		45-54	4	
		55-64	5	
		65 and over	6	
		Refused	X	

That's all. Thank you very much for your help.

TO BE FILLED OUT BY INTERVIEWER AT END OF INTERVIEW:

23.	Respondent's attitude during interview was:			75
	Friendly, eager	1		
	Cooperative, but not too eager	2		
	Indifferent, bored	3		
	Hurried or hostile	4		
24.	Respondent's attitude toward the series as a whole was:			76
	Very enthusiastic	1		
	Fairly enthusiastic	2		
	Indifferent	3		
	Hostile	4		
25.	Sex of Respondent:	Male	1	77
		Female	2	

I CERTIFY THAT I HAVE CARRIED OUT THIS INTERVIEW ACCORDING TO YOUR INSTRUCTIONS

DATE

SIGNATURE OF INTERVIEWER

(Province)

F A R M T E L E C O U R S E

January 1964

QUESTIONNAIRE FOR FARMERS

WHO DID NOT THEMSELVES VIEW ANY OF THE COURSE

Informant's Name _____

Telephone Exchange and Number _____

Agricultural District _____

Interviewer's Name _____

5a. Did anyone else in your household watch any of the programs?

Yes	1		
No	2	(SKIP TO Q.6)	27
Don't know	3	(SKIP TO Q.6)	

b. IF YES: Which members of your household watched any of the programs? Anyone else? And was there anyone in the household who didn't watch any of the programs? Anyone else?

NAME	RELATIONSHIP TO FARMER	SEX		AGE		VIEWED		
		M	F	-16	16 & OVER	SOME	NONE	
Informant	Farmer	1	2	4	5	7	8	28
		1	2	4	5	7	8	29
		1	2	4	5	7	8	30
		1	2	4	5	7	8	31
		1	2	4	5	7	8	32
		1	2	4	5	7	8	33
		1	2	4	5	7	8	34
		1	2	4	5	7	8	35

6. IF OTHER MEMBERS OF THE HOUSEHOLD VIEWED ANY OF THE PROGRAMS (see answer to Question 5a), ASK:

I would just like to find out who in your household viewed each of the five programs in the farm telecourse this past week:

First, did anyone in your household watch the Monday program on land use and summerfallow? IF YES: Who was that, please?

The Tuesday program was about pasture management and forage crops. Did anyone in your household watch it? IF YES: Who was that, please?

Did anyone in your household watch the Wednesday program which dealt with cow herd handling and beef cattle improvement? IF YES: Who was that, please?

The Thursday program was concerned with feeding beef for market. Could you tell me, please, did anyone in your household watch that program? IF YES: Who was that, please?

The topic of the Friday program was _____. Did anyone in your household watch that program? IF YES: Who was that, please?

Day of program	No other adult members of household viewed (CIRCLE IF APPROPRIATE)	Number of other members of household who viewed			
		Wife	M: 16 or over	F: 16 or over	
Monday	0	1			36
Tuesday	0	1			39
Wednesday	0	1			42
Thursday	0	1			45
Friday	0	1			48

7. Did you know beforehand that the programs were going to be on television?

Yes	1	57
No	2	

IF YES (Q. 7):

Were you interested in any of the subjects, or not?

Yes, I was interested	1	
No, I was not interested	2	58
I didn't know what they were	3	

IF "YES, I WAS INTERESTED":

Which ones were you interested in?

IF INFORMANT HAS TELEVISION (Q.2) ASK:

Did you expect the programs to be good, or not?

Expected them to be good	1	
Did not expect them to be good	2	60
Don't know, no idea	3	

IF INFORMANT HAS TELEVISION (Q.2) ASK:

8. Was there any (other) reason why you didn't or couldn't watch the programs? (PROBE: Anything else?)

NO QUESTIONS 9 TO 14 IN THIS QUESTIONNAIRE

CONTINUE WITH QUESTION 15 ON NEXT PAGE

15a. If it is decided to give another television short course next year, do you think you would try to watch it?

Yes	1	62
No	2	
Not sure	3	

b. Should the TV course be given at the same time of day, or at some other time? (PROBE: When?)

Same time of day	1	63
Other time (when?)_____	2	
No difference	3	
Don't know, no answer	4	

c. What subjects would you like to see covered? (PROBE: Any others?)

64

16. If an agricultural short course were given in your district and a similar course were available on television - would you prefer to attend the course in person or to watch the course on television?

Would prefer to attend in person	1	65
Would prefer to watch course on TV	2	
No difference	3	
Don't know, no answer	4	

17.	About how often do you listen to the CBC noon farm broadcast on radio?	Every day 2-3 times a week 1-2 times a week 1-3 times a month Never	1 2 3 4 5	66
18.	During the past year, did you obtain any information or advice from the district office, or from your agricultural representative or home economist?	Yes No	1 2	67
19.	Have you or someone else in your household ever attended one of the short courses or meetings put on by the Extension Service of the Saskatchewan Department of Agriculture? IF YES: Who attended? What meeting or course was that? What year?	Yes No	1 2	68
				69
				70
				71
20.	Now, just a few questions to tell us a little about yourself and about your farm. About how large is your farm?	Less than ¼ section ¼ but less than ½ ½ up to ¾ ¾ up to 1 section 1 up to 2 sections 2 up to 3 sections 3 sections or more	1 2 3 4 5 6 7	72

21. What is your chief source of farm income - your main line of production.

Beef feeding	1	73
Beef breeding	2	
Dairy	3	
Wheat	4	
Mixed grain	5	
Market gardening	6	
Hogs	7	
Other _____	8	

22. Finally, about how old are you?

Under 25	1	74
25-34	2	
35-44	3	
45-54	4	
55-64	5	
65 and over	6	
Refused	X	

That's all. Thank you very much for your help.

TO BE FILLED OUT BY INTERVIEWER AT END OF INTERVIEW:

23. Respondent's attitude during interview was:

friendly, eager	1
cooperative, but not too eager	2
indifferent, bored	3
hurried or hostile	4

24. Respondent's attitude toward the series as a whole was: 75

very enthusiastic	1
fairly enthusiastic	2
indifferent	3
hostile	4

76

25. Sex of respondent 77

Male	1
Female	2

I CERTIFY THAT I HAVE CARRIED OUT THIS INTERVIEW ACCORDING TO YOUR INSTRUCTIONS.

DATE

SIGNATURE OF INTERVIEWER

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